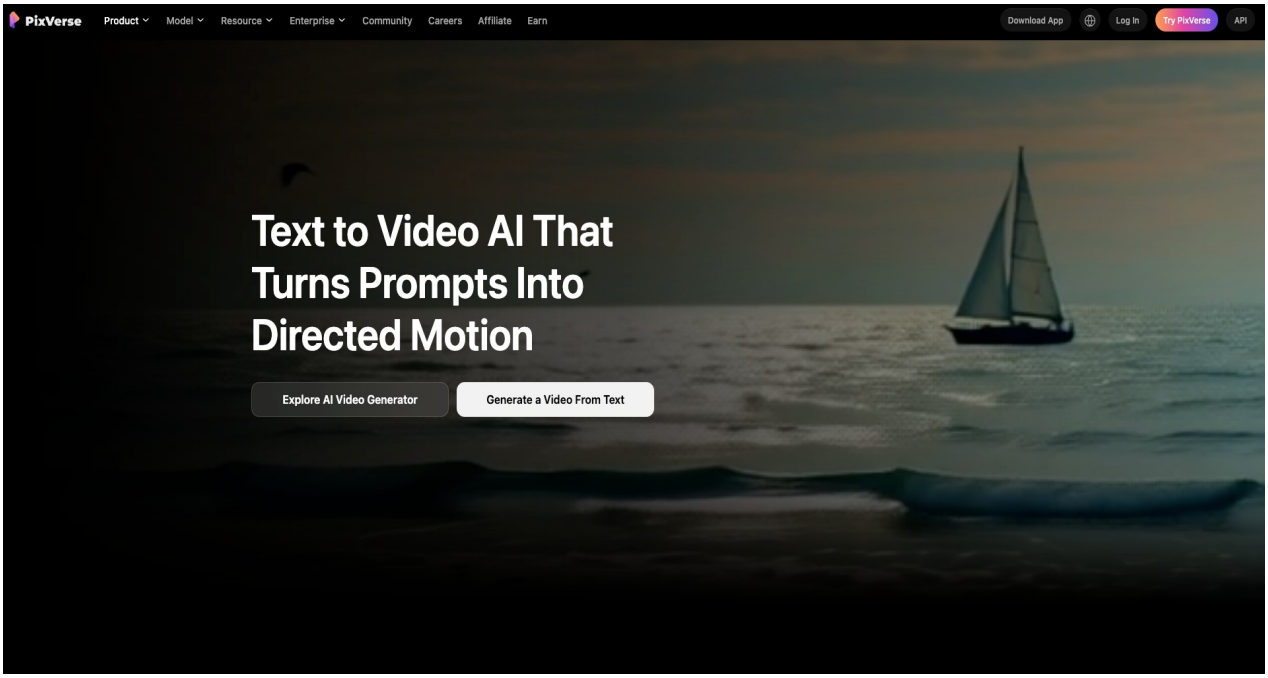

PixVerse Launches Text to Video Tool That Turns Written Prompts Into Directed AI Clips

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PixVerse, an AI video platform serving creators, teams and developers, has recently launched PixVerse text to video, a tool that turns written prompts into moving footage. The product page describes the launched tool as a workflow in which a user writes a scene, adds camera, motion, lighting and sound direction, and generates a video without a film crew, an editing timeline or a complicated production setup.

Prompt writing is treated as a craft of its own. The page likens a good prompt to a short directing note and recommends a structure of subject, setting, action, camera, light, sound and format. Subject and setting can cover people, products, rooms, landscapes, props and avatars. Camera direction can include a push-in, close-up, point-of-view shot, tracking shot, aerial view or handheld look, while motion can mean walking, turning, opening, flying, pouring or transforming. Lighting and style options named on the page range from neon and sunrise to studio light, photorealistic, cinematic and animation looks.

Two sample prompts illustrate the approach. One describes an astronaut drifting inside a spacecraft habitat

module, with notes on lighting, floating objects, a slow camera and quiet ambient sound. It is listed with settings of 1080P resolution, a 16:9 ratio, a duration of eight seconds and audio switched on. The other describes a storm-lashed shoreline beneath the glow of a distant city and is listed at 720P and five seconds. The figures are sample settings shown with the examples.

Format planning is part of the guidance. The prompt formula ends with the destination format, and the page names 9:16, 16:9 and 1:1 as examples, along with social, YouTube, landing page and advertising uses. In its frequently asked questions, the company says the tool can help create assets for YouTube, TikTok, Instagram Reels, Shorts, landing pages, ads and campaign testing, and advises choosing the aspect ratio and prompt style to suit the channel. It adds that generation time depends on model selection, duration, resolution, audio, queue demand and scene complexity, and suggests starting with shorter drafts before generating higher-quality versions once an idea is approved.

The page positions the launched text-to-video tool as a way to prototype rather than a replacement for conventional production. Traditional tools remain important for final production, it says, while the AI workflow helps teams visualize ideas before committing to a larger shoot or edit. The workflow is described as writing a prompt, generating, reviewing and refining, and it can work from text alone or from text plus optional images. PixVerse also supports image-to-video generation, which the page recommends when a product photo, character design, concept image or brand asset already exists.

Use cases listed include marketing videos such as product teasers, ad concepts and landing page visuals, and education and e-learning material such as explainer videos, course visuals and training assets. No design or video editing experience is required to begin, according to the FAQ, although editing knowledge can help when refining scenes.

Within a wider product line, the PixVerse homepage lists text and image to video, templates, a command-line tool, an agent, lip sync, mini-apps, character tools and a node-based canvas. A command-line example on the homepage generates a clip from a prompt with a 9:16 ratio and a five-second duration. PixVerse apps are listed for download through the App Store and Google Play, and the company states that it maintains an information security management system certified by DNV to ISO/IEC 27001.

More details on PixVerse text to video are available at https://pixverse.ai/en/product/text-to-video

About PixVerse?

PixVerse is a global AI video generation platform trusted by more than 150 million users and enterprises across 177+ countries. With a suite of proprietary models developed entirely in-house, PixVerse empowers anyone to create cinematic-quality video from a prompt, photo, or clip ? from independent creators to

professional film teams. Founded in 2023 and having achieved unicorn status in March 2026, PixVerse is committed to making video the universal language of human expression.

For more information, visit pixverse.ai

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PixVerse

PixVerse is a global AI video generation platform by MOTIVAI PRIVATE LIMITED. Founded in 2023, it turns text, images & clips into cinematic videos via Web, app & API. Trusted by 100M+ creators and enterprises across 177 countries.

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