



PRESS RELEASE

Hihaho launches AI Assistant to revolutionize interactive video creation

Assen, October 28, 2025 — hihaho, the interactive video platform known for making learning more engaging, is proud to unveil its brand-new **AI Assistant** at CES Unveiled in Amsterdam. This powerful assistant makes it easier than ever to transform existing (video) content into interactive learning experiences—within minutes.

The AI Assistant is designed to support professionals by **simplifying the process of creating interactive content**. Whether it's generating a table of contents, creating multilingual subtitles, or adding activating questions, AI now does the heavy lifting—so creators can focus on what matters most: their message and their learners.

“Our mission has always been to **make learning more engaging and effective**, by developing a DIY-platform that allows for easy creation. That's why we're continuously working on making interactive video creation smarter and more accessible,” says Mark Visser, CEO of hihaho. “Our AI assistant is a major addition for creators, educators and trainers who want to produce effective learning materials, now with even **less effort**.”

The AI Assistant brings together all of hihaho's AI-powered tools in one easy-to-use hub. Users can:

- Auto-generate a table of contents to help **viewers navigate content quickly**.
- Create multilingual subtitles instantly, making videos **accessible to global audiences**.
- Auto-generate activating questions to **boost engagement and retention**.
- Get feedback on open-ended questions, analyzed by AI for **personalized learning**.

For Learning & Development professionals, this means existing materials—like webinars, presentations, or training videos—can be repurposed into engaging, adaptive learning tools without extra production time or budget.

The AI Assistant is fully integrated into hihaho's online platform, which uses interactive layers to enhance videos without altering the original footage. This modular approach allows for **rapid iteration, personalization, and data-driven insights**—all essential for modern content creators.

Join us at CES Unveiled Amsterdam to see the AI Assistant in action and discover how hihaho is reshaping the future of learning.

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