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By: Bogdan Popa, Security and Search Engines Editor

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YouTube's full screen button

Today's Hot Feature: YouTube in Full Screen!

One more feature introduced by the search giant

The online video sharing service YouTube debuted one more feature able to make the product more competitive by allowing the users to view clips in full screen. Basically, the function will display a certain video on the full screen instead of viewing it in the small window provided by the service. The new ability is displayed just after the clip and is accessible with only one button. As far I can see, it was inspired by Google Video, the other online video sharing service owned by Google that offers several modes to view a clip. For example, you can open the movie in original size, double size, fit to window or full screen, just like the latest feature introduced by YouTube. Today, the parent company Google debuted numerous functions for its video service, most of them addressing the clips posted on the page. One of the improvements is the release of Active Sharing, a new YouTube ability that can display the name of the members watching a certain clip. Until now, Active Sharing was only a part of the TestTube, the testing platform owned by YouTube. Starting today, the feature is able to show up to 25 active viewers of a video. Also, the company debuted a new way to get all the week's clips through your email account, enabling the service to send the videos straight in your inbox. As you can see, YouTube's employees are working a lot on the video sharing service and this is especially because the company is threatened more and more by other firms that are trying to compete with Google. In the recent period, a lot of famous companies announced their YouTube-like products but only one managed to release a similar service. That's Sony with its eyeVio, an online video sharing service currently available only to Japanese users.