CLAUDE MOTION FEATURE UPDATE

# Turn your work into short animated explainers

On October 8, 2026, Anthropic released Claude Motion. You describe what you want explained, and Claude turns your report, chart, or idea into a short animation that plays like a video. Change any word, number, or timing, then download it as a video file.

### WHAT CLAUDE MOTION IS

- Animation built as code from **your own** text, charts, shapes, and images.
- Editable down to one detail. Fix a number and the rest stays put.
- Saved in your Artifacts tab, private until you share it.
- Exports as MP4 or GIF, or as MOV for overlays with a transparent background.

### WHAT CLAUDE MOTION IS NOT

- Not an AI video generator. No generated footage.
- No AI-generated people, faces, or avatars.
- Not a full video editor. For finishing work, open it in Adobe, Descript, HeyGen, Higgsfield, invideo, Luma AI, or Runway (Canva and Captions coming soon).

### WHY THIS MATTERS FOR WORK

Think about the last report you shared. You knew what mattered in it — but did your team catch it? Motion lets you show the point instead of just stating it. You describe the animation, Claude builds a first version, and you make the final call before anyone sees it.

## Key facts

**ACCESS**
Available on Team and Enterprise plans.

**ADMIN**
On by default for Team. Off for Enterprise until an owner turns it on in Organization settings > Artifacts.

**USAGE**
Counts toward your plan limits. Longer, more complex animations use more.

**SHARING**
Starts private. Click Share to send it, inside or outside your organization if your admin allows.

## Get started in three moves

**1**

### Open Motion

Ask for an animation in any chat, type **/motion**, pick Output > Motion in the message box, or choose a Motion template in the Artifacts tab.

**2**

### Give it context

Say who will watch, where it will play, and how long it should run. Attach the report, data, or images so it is built from your real content.

**3**

### Refine and export

Ask for changes ("Slow down the second scene") or edit directly in the editor. Then click Export and pick your format.

THREE WAYS TO USE IT AT WORK

# Use cases that earn their time back

## 01 Animated graphics for social media

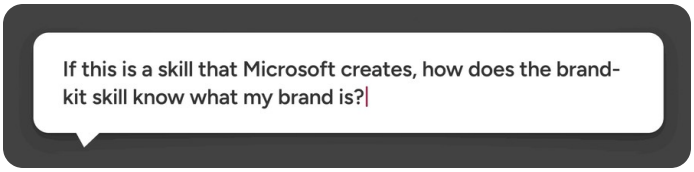
Turn a weekly post, webinar promo, or video intro into on-brand motion. Feed Motion your brand colors and logo, and it builds clean graphics you can post as-is, share as a GIF, or layer into a longer video edit as a transparent MOV.

**WHY** Movement stops the scroll. Consistent motion makes every post feel like the same brand, without a motion designer on payroll.

> *"Animate our four webinar takeaways as a 15-second LinkedIn post in our brand colors. Calm, clean, no stock imagery."*




LearnAIR™ example: YouTube intro overlay. Newsletter, email, deck, and data cards pop in beside the host.



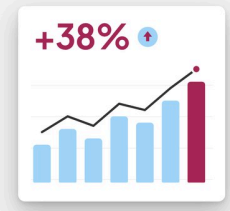

LearnAIR™ example: brand-kit question bubble. A question types itself out. Built in Claude Motion, shared on social as a looping GIF.

## 02 Animated data and KPI updates

Turn a quarterly report into a 30-second explainer for an all-hands, or add motion to the one chart in a board deck that has to land. Bars grow, totals count up, and the takeaway arrives last.

**WHY** Numbers stick when people watch them build. And when the data changes, you ask for the new figure instead of rebuilding the video.

> *"Turn this quarterly report into a 30-second explainer for our all-hands. End on the one number leadership should remember."*




### Make it accurate

Attach the real report or data. Motion animates what you give it, so a wrong input is a wrong video. Review every number before it is shared.

## 03 Product and feature walkthroughs

Show new customers or employees how something works, step by step. Upload your real screenshots and Motion sequences them into a short, repeatable walkthrough for onboarding or support.

**WHY** One clear walkthrough replaces the same explanation given fifty times. When a step changes, update that step, not the whole video.

> *"Make a short walkthrough of the setup steps for new customers, using these screenshots. Under 45 seconds."*




### Keep it real

Use your actual product screens. A drawn stand-in looks generic. Your real interface builds trust and cuts confusion.