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Conversion of the videos is always necessary when you are carrying diverse formatted videos that are either downloaded from the internet or you may have gotten these videos from friends or from some other sources. A video format refers to the video container format that is essential needs of playing the videos.

Videos are considered to be encapsulated always in a single file that should contain audio, video, and other streaming contents. The purpose of using these container formats is to ensure the multiplexing of the video and audio streams with other streams like subtitles, and it also ensures the synchronized playback of the videos.

The videos that are in different formats are always resistant to be played on the same media player application. Windows Operating system is most widely used platform for the millions of the people around the world. Microsoft Corporation who has developed this platform has provided Windows media player as an inbuilt media solution for the windows operating system users who can enjoy their favorite videos without installing specific media player applications provided by the commercial firms. Not only the media player is provided by the Microsoft also has provided their users with specific fully supported video container formats that are supported internally by the windows media player like WMV and AVI.

AVI is an abbreviation of Audio Video Interleaved and is developed to carry high definition audio and video streams. This is one of the most widely used formats for the Windows operating system users. Not only AVI is supported by Windows media player app, but it is also supported by the other platformâ€™s media apps like blackberry and IRIVER application of Mac operating system. AVI video format is widely used on the internet as people from different platforms share AVI formatted videos.

Mac users download hundreds of the videos form the internet that are in AVI format. These videos are always need to be played on the commercial media players for the Mac users, and these videos are not supported by default media player app QuickTime because itâ€™s default media format is MOV video format this is developed by the Mac developer Apple Inc. Diverse format of videos can only be managed to play on Quick Time media player if it is in the MOV format. The playback of the AVI videos can easily be achieved via converting the videos to MOV format.

The conversion of the videos can be performed easily via choosing an appropriate video convertor utility or app from dozens of available on the web and in the market. The users are always need to be careful in choosing an appropriate convertor application because there is a list of apps that are available to you, but the requirement is to choose the most capable and effective tool. The term effectiveness refers to the no quality loss of the video quality and ease of use that a particular application provides to its users.

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A good video convertor application supports all the famous formats to convert without quality loss and at the highest speed without consuming extra computer resources. You can easily a convert avi

to mov with the help of the software.

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