**Cloudinary**

**Cloudinary** is a cloud-based service that provides a comprehensive solution for managing and delivering images and videos. It allows developers to upload, store, manage, manipulate, and deliver media assets in web and mobile applications. Cloudinary offers powerful features such as automatic optimization, responsive delivery, and various media transformations, such as resizing, cropping, and format conversion.

**Key Features of Cloudinary:**

1. **Image and Video Uploading**: Cloudinary supports easy uploads for images and videos from local files, URLs, and even directly from user devices (via APIs).
2. **Media Transformation**: You can apply transformations to media assets, such as resizing, cropping, rotating, adding filters, and changing formats (e.g., from PNG to JPG, from MOV to MP4).
3. **CDN Delivery**: Cloudinary uses a Content Delivery Network (CDN) for fast and efficient delivery of images and videos to users worldwide. It automatically serves optimized versions based on device characteristics.
4. **Automatic Optimization**: Cloudinary automatically optimizes images and videos to ensure the best balance between quality and file size, improving loading times.
5. **Management Interface**: Cloudinary provides a user-friendly dashboard to manage your media files, apply transformations, and track usage.
6. **APIs and SDKs**: Cloudinary offers APIs and SDKs for a variety of platforms, including JavaScript, Node.js, Ruby, Python, and mobile SDKs for iOS and Android.

Installation:

npm i cloudinary