

Case study



CHALLENGE

Transforming user-generated data into luxury journeys desired to be relived.

SOLUTION

Unlocking the power of Automate-IT for data-driven, personalized video at scale.

Driving Fan Engagement: AMG TRACK PACE Personalized Video Experience

EMBRACE

RESULTS

Efficiency

Automate-IT streamlined the video generation process, enabling AMG to produce personalized racing videos automatically and efficiently.

Scalability

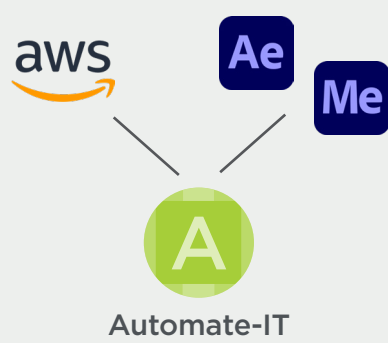
The system's ability to process videos at scale ensured AMG could meet the demands of its diverse user base worldwide without compromising speed or quality.

Brand Consistency

Automate-IT ensured strict adherence to branding guidelines, maintaining uniformity in graphics and aesthetics across all videos, reinforcing the AMG image.

Enhanced Fan Engagement

By automating the creation of personalized racing videos, Automate-IT empowered AMG to engage with fans on multiple platforms, fostering a stronger connection and loyalty among enthusiasts.



ABOUT AMG

The AMG Experience promises driving pleasure, lifestyle, and motorsport in its purest form. We offer a wide range of training courses and events for every level of experience: from beginner to master, from short trip to luxury adventure.

ABOUT EMBRACE

Embrace produces software that automates systems and connects people. The technology developed by Embrace is used extensively by operational and creative teams around the world to generate videos with graphics automatically and connect creative departments efficiently with the rest of the production environment.

BACKGROUND

AMG Track Pace is a program designed for passionate Mercedes-AMG drivers. It empowers them to record, analyze, and evaluate extensive vehicle data and lap times while racing, facilitating the sharing of their experiences with the Mercedes me App or social media. The app seamlessly integrates with the vehicle's head-up display, media display, and digital instrument display, further enhanced through a smartphone app connected to the vehicle's WiFi Hotspot. This technology enables Mercedes-AMG customers to capture their emotions and exercise maximal control over their driving performance.

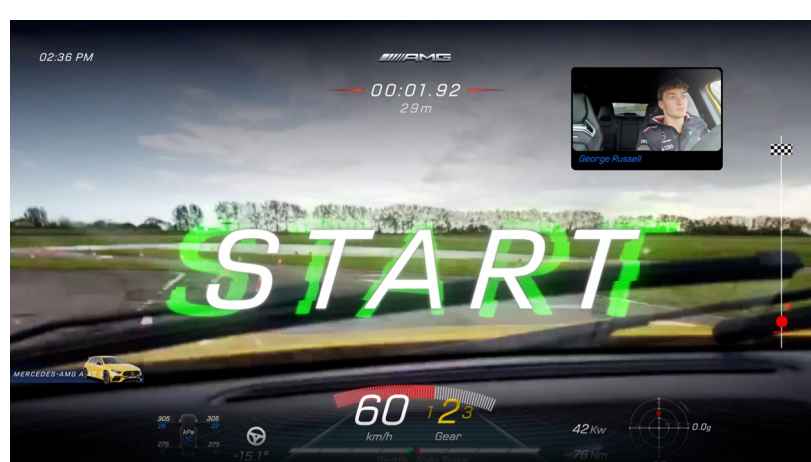
THE CHALLENGE

Implementing automatic video generation came with a series of formidable technical challenges. AMG's expectations were high, demanding fully industrialized video generation that required intricate algorithms and automated processes to seamlessly combine telemetry and driver data with race footage. Scalability was crucial, necessitating efficient processing of numerous videos without sacrificing speed or quality. Strict adherence to branding guidelines was imperative to maintain consistency in graphics and aesthetics, upholding the AMG image. Most importantly, ensuring impeccable video quality and viewing experiences across all devices required rigorous testing and optimization.

THE SOLUTION

AMG Track Pace delivers a competitive edge to AMG drivers during and after races. During races, the system records lap and sector times in real-time, alongside over 80 vehicle-specific data points. For Track Races, drivers can capture video with their smartphone cameras, providing a unique perspective for post-race analysis. Drag Races benefit from precise GPS-based speed measurements, recording acceleration times and more with tenth-of-a-second accuracy.

Post-race, the system's Media Library and Sharing features allows users to enhance scenes with virtual 3D objects, create engaging videos with race data overlays, and effortlessly share their race experiences on social media platforms for Hashtag engagement. In summary, AMG Track Pace enriches the racing experience with real-time data and creative sharing capabilities, enabling AMG drivers to refine their skills and engage with fellow enthusiasts.



WHAT HAPPENS UNDER THE HOOD?

AMG Track Pace leverages a robust and sophisticated technical infrastructure to seamlessly integrate telemetry data and video footage, generating personalized videos automatically. At its core, the system relies on the EMBRACE Automate-IT server and Automate-IT render nodes in the cloud, operating on virtual machines. These virtual machines run Adobe® After Effects templates and render engines alongside Adobe Media Encoder for transcoding tasks.

One notable advantage is that no manual editing of After Effects projects or compositions is required. Instead, the system automatically assembles personalized videos from various sources, including car telemetry data stored in the cloud and videos captured from inside and outside the cars. These data and media sources are efficiently managed and processed by Automate-IT, seamlessly injected into predefined After Effects templates.

The magic happens when these templates come to life. Broadcast quality clips are generated automatically, harnessing the power of After Effects and other processing engines. The videos are then delivered to multiple destinations, including content management systems and social media platforms, enabling AMG to reach its audience across diverse channels with engaging and dynamic content.

Furthermore, Automate-IT excels in breaking down organizational barriers and silos. It seamlessly connects disparate departments, teams, and tools, fostering collaboration and efficiency throughout the content creation and distribution process. In summary, the technical architecture and capabilities behind AMG Track Pace are instrumental in delivering a cutting-edge and user-centric solution that empowers AMG drivers globally.

EMBRACE

Since 2015, Embrace has been transforming content creation at scale by connecting people, systems and processes. The company develops advanced automation, orchestration and collaboration solutions for the Media & Entertainment industry and global brands. Embrace's aim is to unleash creativity and improve performance around video and graphics supply chains.

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