



Automate-IT

## Promo Versioning At Scale

# EMBRACE

### Typical workflows

**End-to-end promo versioning orchestration**

**Advanced media pipeline management across any PAM, MAM or CMS including Avid Media Central® with Alpha channel support**

**Generation of data-driven graphics videos**

**Transcoding & delivery automation to broadcast, digital platforms and social media**

**Fan engagement with personalized videos**

EMBRACE Automate-IT is a media-oriented promo versioning management platform. It brings automation, orchestration and collaboration to creative, broadcast, IT and digital departments.

Automate-IT connects people, systems, and processes to run nimble on-air and digital promotion supply chains.

#### Created for everyone

Automate-IT enables frictionless collaboration between traditionally siloed departments, albeit promotion or creative, editorial, broadcast and distribution teams.

#### Designed for all systems

With Automate-IT, third-party programming, traffic system, MAM platforms and Adobe® After Effects templates are connected to gather content, select the right template, apply all variables, and generate clips fully automatically.

#### Suitable for all processes

Automate-IT streamlines production flows, and simplifies execution, assembling and delivering promos methodically for increased efficiency and throughput.



### Automate-IT core features

**Automation of Adobe® After Effects and Media Encoder rendering on prem or in the cloud**

**Adobe Extendscript support (Ae Scripting - Javascript)**

**Web-based interface**  
Preview for editorial QC

**Simple Workflow and Forms Designer**

**User-generated and pre-built tasks**

Easily create your own or select from an integrated library of 200+ common tasks

**Flexibility and ownership**

Turn any workflow into a task

**Personalize your workspace**

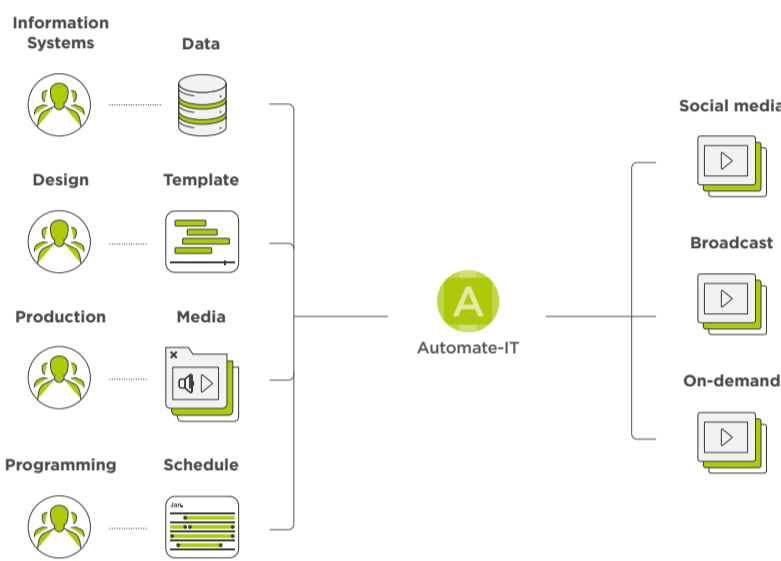
Custom dashboard, layouts and theme options for users and roles

**Security by design**

Role-based permissions, Active Directory support and SSO support

**Deploy everywhere**

On-premise, hybrid, cloud



### Executing, assembling and delivering promos methodically, on time, every time and at scale.

- Automate-IT seamlessly integrates your Adobe graphics, solutions and systems into the broadcast domain.
- Automate-IT is powered by Forms for user input and graphics template modification from a desktop computer without opening an After Effects composition.

Deploy everywhere: public cloud, on-premise, private clouds

### Content creation transformation engine

#### Unleash creativity, enhance brand consistency

Unleash the potential of your creative teams for value-added tasks. Automate the rest!

Automate-IT frees up your time, allows for more sophisticated graphics, helps you keep a steady look and tone across all channels. The creative process is more secured, managed, and supervised.

#### Huge throughput, fully automated

Quickly generate personalized and dynamic videos across different screens, geographies, and channels.

Automate-IT enables unlimited versioning, multiple languages for multiple geographies speeding up the time to market and reducing duplicated efforts.

#### Break-down silos

Automate-IT excels in breaking down barriers and silos while connecting disparate heterogeneous departments, teams and tools.

#### Open Standards based architecture

Seamlessly integrate with any existing architecture leveraging the pre-built components and the unique low-code approach to automate modern promo versioning workflows. Connect with all your systems, legacy and new, using standard protocols and APIs.

#### Use any creative and post-production tools

Complementary to 200 existing tasks and connectors, Automate-IT offers companion apps for Avid MediaCentral, Cantemo, Codemill Accurate Player and native integrations with Adobe After Effects, Media Encoder, Premiere Pro, Frame.io, Emotion Systems and Telestream Vantage.



### Automate-IT key benefits

- Effortlessly integrate your Adobe graphics solutions and systems into the broadcast domain
- Empower users with web forms for user input and graphics template modification, eliminating the need to edit After Effects projects or compositions
- Break down barriers for promo versioning production and distribution
- All non-value-added and repetitive tasks are handled



# 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.

## GET IN TOUCH

3 rue Castéja  
92100 Boulogne-Billancourt  
France  
+33 1 49 05 46 21  
contact@embrace.fr  
https://embrace.fr



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