Transforming Audio Media Supply Chain Orchestration

EMBRACE AUDIO SOLUTION BRIEF

EMBRACE

Streamlined Workflow Orchestration
Pulse-IT simplifies your workflow, eliminates manual checks, and guarantees the highest standards of quality and compliance in audio production.

User-Friendly Tools for Complex Situations
Whether it's using bundled task templates or extending functionalities with minimal code, Pulse-IT simplifies intricate processes, making them accessible and manageable for operators and teams.

Seamless Audio Integration
Integrates with professional audio tools like Engine and Accurate Player SDK for top-quality audio, simplified workflows, and compliance assurance.

Audio media supply chain is an intricate network that demands efficiency

While achieving the perfect shot is crucial, audio quality is often overlooked, yet it plays a pivotal role in the overall viewing experience. Audio processing holds the key to enhancing audio quality, yet for broadcasters, content owners, and platforms operating at scale, it introduces a myriad of challenges, often considered the most complex in the media and entertainment industry.

- **Diverse File Formats**
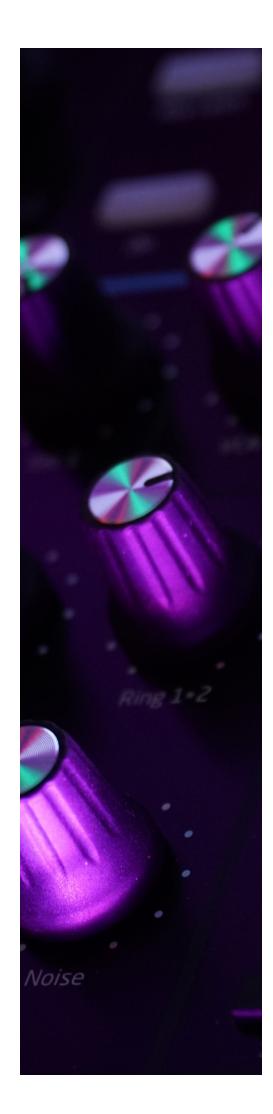 Content providers receive audio files from numerous suppliers, each utilizing varying formats and standards, resulting in a lack of consistency.

- **Normalization Complexity**
  The need to normalize these disparate audio files into a consistent and compatible format becomes paramount to ensure a seamless viewer experience.

Integration Complexity
Integrating conditional workflows into broadcasters, platforms, post-production houses, and media-as-a-service providers' content delivery process and technical infrastructure adds another layer of complexity, demanding efficiency and flexibility.

Innovative Solutions for Audio Media Supply Chain

To address these challenges comprehensively, innovative solutions for the audio media supply chain have emerged, offering a diverse array of capabilities:

Seamless Integration with MAM Systems
Seamless integration with diverse Media Asset Management (MAM) systems is now required to provide a unified platform that significantly enhances audio processing efficiency.

Workflow Automation Empowerment
Leveraging advanced workflow automation, broadcasters, platforms, post-production houses, and media-as-a-service providers can also be empowered to streamline audio normalization processes, ensuring that received files conform to a consistent format and standard.

Sophisticated Audio Normalization
These solutions utilize sophisticated software technology to automate the audio normalization process, guaranteeing loudness compliance with a variety of industry standards.

Effortless Integration with Existing
InfrastructureIntegration capabilities extend further, seamlessly interfacing with existing infrastructure, various systems, and applications through ReST API, ensuring smooth implementation.
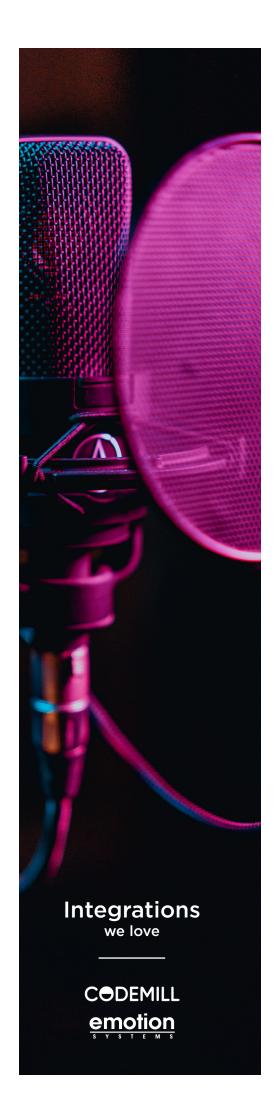
Modular Architecture for Scalability
Featuring a modular architecture, these solutions enable flexible distribution of audio processing tasks across on-premises and cloud environments, delivering scalability and optimizing performance.

EMBRACE: Revolutionizing Audio Media Supply Chain

At the core of audio media supply chain transformation stands EMBRACE Pulse-IT, the orchestrator of a wide variety of content creation and broadcast processes. Pulse-IT excels in breaking down barriers and silos while connecting disparate heterogeneous systems to form a cohesive workflow that increases throughput and simplifies operator use.

As the demand for high-quality audio experiences continues to rise, Pulse-IT is prepared to innovate your audio media supply chain, ensuring consistently superior audio quality across diverse platforms and channels.

Control and monitor your entire audio application stack and workflows

Streamlined workflow orchestration
Pulse-IT enables you to translate, optimize, execute, and monitor your business and broadcast processes and workflows with ease.

Simple tools for complex situations
Pulse-IT includes user-friendly tools for complex situations, featuring bundled task templates or extensible functionalities with minimal code.

Real-time, secure dashboards
All executions are managed via a comprehensive, real-time, and secure dashboards accessible from anywhere in the world.

Modular architecture
Pulse-IT's modular architecture ensures scalability, adaptability, and performance optimization, regardless of your infrastructure.

Seamless integration with professional audio tools
Pulse-IT goes beyond standard audio processing by seamlessly integrating with professional-grade audio tools like Engine from Emotion Systems and Accurate Player SDK from Codemill. Both tools are versatile software solutions designed to work hand-in-hand with Pulse-IT, streamlining audio processing and eliminating friction between disparate platforms and file formats.

Manual checks become a thing of the past

With Engine integrated into the Pulse-IT ecosystem, you gain access to advanced audio normalization capabilities. Engine ensures that all audio files meet consistent format and loudness standards, guaranteeing exceptional audio quality. It automates loudness compliance, adhering to various regional and platform-specific standards, Dolby Encode, channel mapping, and more. Thanks to this powerful combination of Pulse-IT and Engine,manual checks and labor-intensive processes become a thing of the past.

Accurate Player SDK enhances Pulse-IT with advanced features, including multi-track audio support, channel muting and isolation, loudness analysis from waveform timelines, audio phase meters, and customizable channel routing for tailored projects. Whether you're involved in broadcast content, streaming media, or any other audio-intensive project, Accurate Player SDK ensures that your audio production meets the highest standards of precision and quality.
Pulse-IT guarantees that your audio content consistently meets the highest standards of quality and compliance, while also simplifying your workflow and eliminating manual checks.

Integrations
we love

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CODEMILL

emotion
SYSTEMS

Systems
MAM, PAM, Archive,
QC, Transcoding

People
Producers, Editors, Content acquisition,
Advertising, Engineers, Operational, and IT teams

Processes
Campaign,
Validation, Normalization

Datasource
Video, Audio, Image,
Metadata, Files...

P

AI Services
Transcription, Localization,
Tagging, Scmart Cropping...

MEDIA WORKFLOWS MAXIMIZED FOR ANY SUPPLY CHAIN
ACROSS DATACENTERS, CLOUD AND HYBRID ARCHITECTURES

With Pulse-IT we were able to automate the processing of nearly 99% of our catalog. Regardless of the provider, regardless of the format of the file received, practically all scenarios are now handled automatically. Pulse-IT saves us time and money. We can do more with fewer resources while respecting deadlines and controlling costs.

Damien Dubois, Technical Media Engineer, Be tv

Be tv

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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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