



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

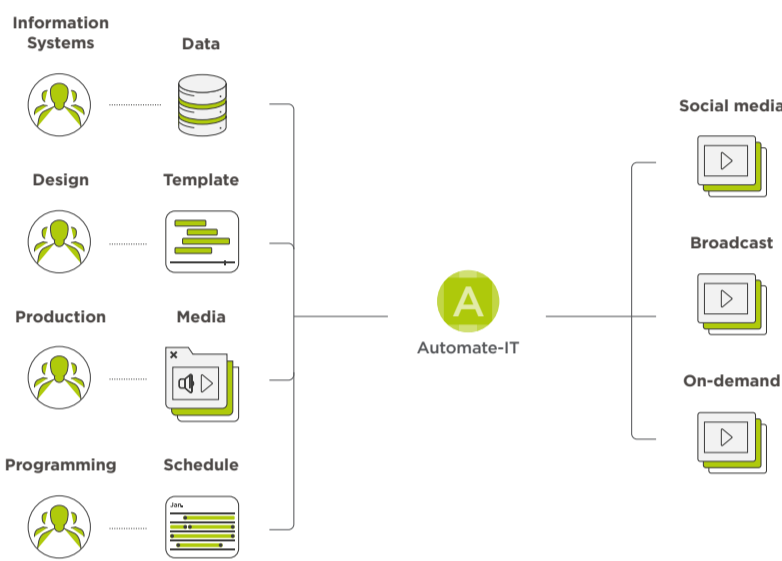
User-generated and pre-built tasks
Easily create your own or select from an integrated library of 200+ common tasks

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 aims to unleash creativity and improve performance around video and graphics supply chains.

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