

Solution Brief



Avid® Companion App by Embrace: Elevating Your Production Experience



EMBRACE AVID COMPANION APP SOLUTION BRIEF

EMBRACE



Keep Production Assets Synchronized

Enable teams to efficiently move, organize and update content environments.



Advanced PAM Orchestration

Easily trigger complex end-to-end automation orchestration between any systems and Avid MediaCentral.



Metadata Enrichment

Enable automatic metadata updates for all your assets in Avid MediaCentral.

Why Embrace Avid Companion App?

Unlock the full potential of your Avid Technology production environment with the cutting-edge Embrace Avid® Companion App. This unique add-on, available for both Pulse-IT and Automate-IT, is part of Embrace's commitment to developing innovative software that empowers clients by automating and streamlining mission-critical video and graphics workflows.

Modern Software for Workflow Excellence

The Embrace Avid® Companion App seamlessly connects your Avid MediaCentral with your complete media technology stack, facilitating end-to-end workflows.

Through orchestration, customizable web forms, and low-code capabilities, the app accommodates diverse use cases, from file-based content preparation to TV promo versioning. By eliminating friction points, it streamlines critical processes, allowing your organization to concentrate on progress without unnecessary obstacles.

FEATURES

- **Efficient Ingest with Alpha Channel Support**
Import any Quicktime files with or without alpha channel to matte-key or masterclip in Avid MediaCentral.
- **Outgest Automation**
Trigger any media clip export effortlessly from Avid MediaCentral to any external storage through watch folders or human interaction.

ABOUT AVID

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world - from the most prestigious and award - winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home.

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.

Enhanced Orchestration

Avid Companion App extends the capabilities of the Embrace workflow engine by adding MediaCentral native tasks to help orchestrate your production capabilities. Common functions include folder creation, metadata and asset manipulation, reservation, etc.

Navigate and Select

Browse and use any asset from Embrace Forms directly from Pulse-IT or Automate-IT.

Simplified Adobe & Avid Collaboration

Frictionless creation and publishing of video or static motion graphics leveraging Adobe Photoshop, After Effects, and Premiere Pro to Avid MediaCentral, triggered via Adobe panels.

Codec Flexibility

Stay ahead in the media landscape with Embrace's support for numerous post-production codecs. Enjoy seamless support for DNxHD and XDCAM HD with Alpha Channel support, ensuring the highest quality throughout your production pipeline.

Future-Ready UHD Support (coming soon)

Existing support for emerging UHD codecs such as DNxHR, XAVC, and more, the Avid® Companion App ensures you stay at the forefront of evolving industry standards without having to modify your workflows.

The Embrace Avid® Companion App is not just an application; it's a catalyst for innovation, efficiency, security and creativity in your Avid production environment. Elevate your production experience and adopt/welcome the future of media creation with confidence.

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.

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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