# qlip

# Optimizing Mobile-First Video Distribution with AI-Driven Reframing And Orchestration
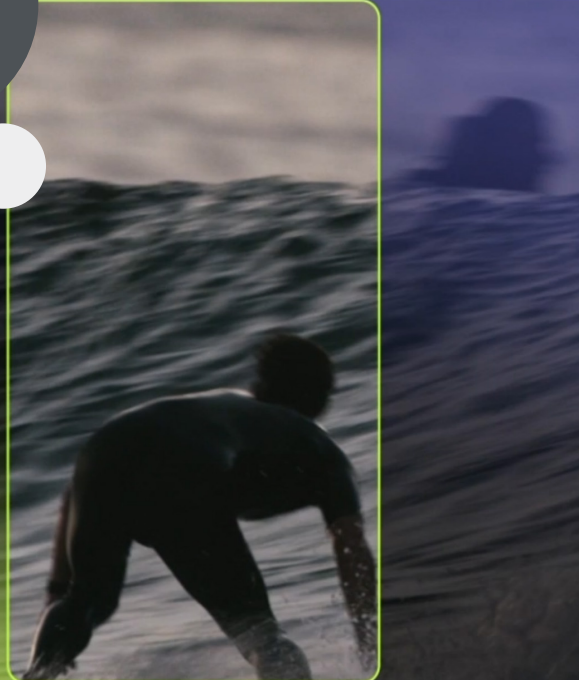
**EMBRACE**

### Manual Editing Effort Reduced by 90%

AI-driven reframing eliminates tedious video adjustments, freeing up time for creativity.

### 10x More Social Media Content Output

Effortlessly generating multiple variations of the same content for various platforms.

### Audience Reach Expanded by 40%

Ensuring a seamless viewing experience across all devices and channels.

**Automatically adapts your videos for mobile distribution across social media, VoD, and digital platforms — eliminating the need for time-consuming manual editing.**

In today's fast-paced digital landscape, delivering content across multiple platforms requires adapting videos to various aspect ratios and formats. Traditional manual workflows for video reframing are inefficient, costly, and prone to inconsistencies.

Embrace and Qlip have partnered to automate and streamline this process, enabling broadcasters, content owners, and digital media teams to scale their video distribution strategies efficiently.

The integration of Qlip's AI with Embrace Automate-IT or Pulse-IT enables seamless video adaptation by automating the reframing process.

This solution intelligently identifies key visual elements in a video and dynamically reframes content to match platform-specific requirements — enhancing engagement, efficiency, and brand consistency.

## ABOUT QLIP

Qlip developed proprietary AI to maximize the reach of long horizontal videos on social media. Its AI identifies viral highlights within longer content, converts them from horizontal to vertical, and generates dynamic captions and visuals.

This enables cost-efficient mass production of short vertical videos. Distribution rights holders — including media companies, producers, creators, marketers and more — use it to boost engagement and monetization on social media and mobile VoD apps.

Learn more at qlip.ai

## ABOUT EMBRACE

Embrace excels in the market with its powerful specialized business process management technology for media workflow orchestration.

Embrace emphasizes low-code, human integrations, scalability, and sovereignty, making it a trusted solution for the media and entertainment industries. Its widespread adoption highlights its ability to empower all teams to handle complex mission-critical demands effectively.

Learn more at embrace.fr

# How does it work?

## AI-Powered Content Analysis

- Qlip's AI scans the original 16:9 video to identify key subjects, faces, and focal points.
- Smart cropping ensures critical elements remain in focus while adapting to different aspect ratios.

## Automated Aspect Ratio Adaptation

- 9:16 for Instagram, TikTok, Shorts, and Reels.
- 1:1 for LinkedIn and Facebook.
- Landscape & Custom Formats for OTT, VoD, and Web.

## Seamless Workflow Orchestration with Embrace

- Automate-IT or Pulse-IT orchestrates the reframed content workflow within MAM/CMS systems, ensuring seamless automatic distribution to the appropriate platforms without need for manual intervention.

## Enhanced Branding and Metadata Integration

- Dynamically add subtitles, overlays, and branded elements while enriching metadata to enhance discoverability and audience engagement.

By integrating Qlip's AI-powered video reframing with Embrace's workflow orchestration, this solution streamlines content adaptation.

Automated MAM & CMS integration, transcoding, delivery, and approval workflows ensure seamless content management. It also enables fast, optimized distribution to social media and third-party platforms like Yuzzit and Wildmoka.
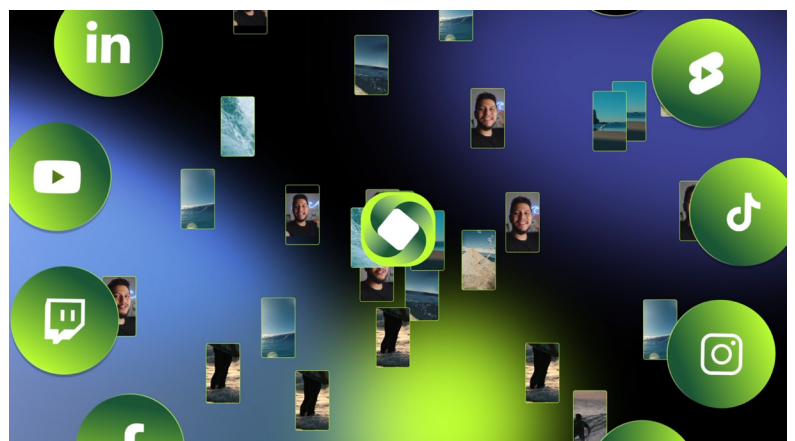
**Systems**
Adobe After Effects,
MAM, PAM, Traffic

**People**
Design, Production, Programming,
and Information Systems teams

**Processes**
Campaign, Versioning, Validation

**Datasource**
AI, Data, Template,
Media, and Schedule

**Delivery**
Broadcast, Digital,
Apps and Social media

Broadcasters are craving for AI-powered automations to lower cost & monetize more, but integrating them in their workflow can be a hassle.

With Embrace, our AI can be integrated where broadcasters need it: in their MAM/CMS solutions alongside their transcoding, delivery and review workflows.

It's crazy how much time we can save and how much value we can unlock with the right technology in the right place - and this partnership is a great example of that!

**Svend Court-Payen, CEO, Qlip**

# 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

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