

# Moments Lab

## Make Your Media Searchable with Award-Winning AI



EMBRACE AND MOMENTS LAB SOLUTION BRIEF

EMBRACE



### Boost Editorial Capacity

AI-powered metadata for better discoverability and content opportunities.



### Unified Meta Management

Low-code media process management enables flexible integration and customizable workflows.



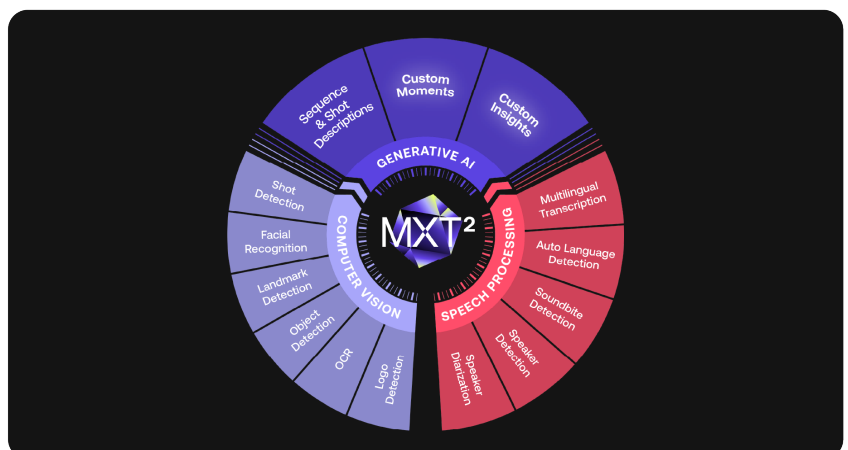
### From Passive Archive to Active Libraries

Enrich your MAM, edit, distribute your content with Multimodal and GenAI-based metadata.

## SUPERCHARGE COLLABORATIVE, PROFESSIONAL MEDIA WORKFLOWS WITH GenAI LOW-CODE ORCHESTRATION

In the rapidly evolving media and entertainment industry, multimodal AI — which integrates video, audio, and text data — presents unparalleled opportunities. Embrace, a leader in media supply chain orchestration, leverages multimodal AI to streamline processes, elevate content quality, personalize user experiences, and unlock new revenue streams for its clients. Partnering with Moments Lab, we prioritize high-value, reliable, and productive use cases, believing that Generative AI (GenAI) is now a cornerstone technology for the media sector.

By combining Embrace's business process management and orchestration solutions with Moments Lab's patented MXT multimodal AI technology, we enable the generation of rich, accurate metadata and automate the indexing of vast media libraries.



## ABOUT MOMENTS LAB

Moments Lab's mission is to help content producers build videos faster. The platform makes audiovisual content searchable to reduce the time spent sourcing the key moments required to tell a story. MXT Multimodal AI is here to address video indexing challenges, describing sequences in natural language, enabling content professionals to focus on creativity and higher-value decisions.

This platform is used worldwide by TV networks, sports rights holders, production companies, journalists, producers, and archivists to scale content creation workflows and generate new revenue streams.

## 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.

This collaboration drastically enhances the discoverability of content, ensuring that media assets are easily accessible and efficiently managed.

- **Low-Code Orchestration:** Enables non-technical users to create workflows that integrate various tools and processes, streamlining collaboration among teams.
- **Real-Time Collaboration:** AI-driven tools can facilitate real-time editing and sharing of media assets, enhancing team productivity.
- **Handling Large Volumes:** AI can manage and organize large volumes of media assets efficiently, making it easier to scale operations.

## MXT-2 Features

With a training dataset over three times larger than its predecessor (1.5 billion images and counting), MXT-2 combines what it sees, hears, and knows about your videos to generate rich and accurate time-coded descriptions.

- **Understand and describe videos:** Forget about manual logging. MXT-2 breaks down video footage and describes what's happening like a human.
- **Detect people, places, logos, and on-screen text:** Identify who is on screen, what they're doing, and even where they are. You can easily train MXT-2 to detect the people, places, and logos relevant to you.
- **Highlight the best moments:** Customize MXT-2 to break down videos into the moments your users need, for whatever story format they're crafting. From trailers to highlight reels, compilations, and more.



Integrating Moments Lab's MXT technology with Embrace gives broadcasters a smooth plug-and-play product experience, regardless of the complexity of their workflows.

**Carole Pigeard, SVP of Global Sales at Moments Lab.**



# 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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