



Automate-IT

Promo Versioning And Automated Content Generation

EMBRACE



Automate-IT key benefits

Consistent Branding. Every Time

Ensure brand integrity across all channels — guaranteeing that every video stays on-brand, regardless of platform, language, or region.

Frictionless Promo Versioning

Breaks silos between creative, marketing, and ops teams to accelerate promo production and distribution.

Content Generation Automation

Automatically handles repetitive, low-value tasks, from content adaptation to localisation.

Effortless Adobe Integration

of Adobe graphics solutions and systems into broadcast and digital domains.

EMBRACE Automate-IT is a media-oriented promo versioning and automated content generation solution. 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, digital, and social promotion supply chains — enabling data-driven personalized video creation at scale.

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, assembling & delivering promos, programs or personalized videos with data-driven automation. It also leverages video generation models to speed up creative output across all formats and channels.



Automate-IT Key Benefits

No Manual Edits in After Effects

Uses webforms to update templates & parameters. No need to open Adobe project or compositions.

Collaborative & Connected Workflows

Empowers teams via webforms, notifications, and custom dashboards tailored to business processes.

Operational Autonomy

Retain full control over infrastructure, data, and workflows. No vendor lock-in.

AI-Broker for Scalable Creativity

Automate with AI and LLMs: metadata, validations, content generation, and reframing.

Ecosystem-Ready (including Avid)

Integrate instantly with leading MAMs, PAMs, QC tools, transcoders, and storage systems.

Real-Time Workflow Visibility

Track every step with live status updates, detailed logs, and alerts.

User-Friendly Validation Tools

Designed for business teams: exception-based validation, no tech expertise required.

Enterprise-Grade Security

Hybrid-native, with audit trails, SSO, and role-based access control.

Deploy Anywhere

Deploy on prem and in the cloud.

Huge throughput, fully automated

Generate personalized and dynamic videos across screens, geographies, and channels. Automate-IT enables unlimited versioning, multiple languages for various locations 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 departments, teams and tools.

Open Standards based architecture

Seamlessly integrate with any existing architecture, leveraging pre-built components and the unique low-code approach to automate modern content and promo versioning workflows. Connect with your legacy/new systems, using standard protocols and APIs.

Use any creative and post-production tools

Complementary to 150+ prebuilt tasks, Automate-IT offers companion apps for Avid MediaCentral, Cantemo, and Codemill Accurate Player, along with Adobe After Effects, Media Encoder, Premiere Pro, and Frame.io. integrations.

It connects to any MAM, QC tool, transcoder, or storage system. Automate-IT also integrates with Adobe Firefly Services, Moments Lab, Twelve Labs, Qlip, Speechmatics, Spherex, etc. — enabling content generation, localization, metadata enrichment, validation, compliance, and social adaptation through reframing.

Executing, assembling and delivering video versions methodically, on time every time and at scale.

- Automate-IT seamlessly integrates 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.

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.

Automate-IT

Features

After Effects Rendering & Scripting Automation

- Adobe® After Effects & Media Encoder Rendering Automation on prem/cloud
- Adobe Extendscript Support: Ae Scripting - Javascript
- Built-in support for exception-based approval and preview workflows, including validation checkpoints for business or creative users.

Low-Code Orchestration Engine

- Intuitive drag-and-drop canvas with 150+ prebuilt tasks
- Build and adapt workflows without heavy development
- Dynamic branching, parallelism, retries, and conditional logic
- Encapsulate workflows into reusable building blocks to easier collaboration and scaling
- Embed custom Python libraries into workflow tasks

Endless Ecosystem Integration

- Proven compatibility with any MAM, automatic QC, transcoding, storage, rights contracts, metadata, and scheduling tools
- Embrace Avid® Companion App connects with your Avid MediaCentral, Embrace Cantemo™ & Accurate Player™ SDK Companion Apps for native integrations with Codemill solutions
- Full integration support with REST, GraphQL, SOAP, Webhooks, and Watch Folders
- Designed for orchestration across editorial, operational, and AI-driven systems

Enterprise-Grade Security

- SAML & OIDC SSO support via OKTA, Entra ID, Amazon Cognito
- Role-based access control and Audit trail

Collaborative Business Interface

- Web-based forms tailored for any user role
- Supports 45+ dynamic controls, embedded media pickers, and JS/CSS custom logic via visual interface form designer
- Automatic or Manual Business processes triggered via APIs, Scheduler, or Webhooks
- Real-time dashboards and alerts per user/project
- Task notifications via in-app framework, email, Slack, and Microsoft Teams

AI-broker For Media Processing

- Native support for LLM tasks (Open AI, Anthropic, Bedrock, Mistral AI, DeepSeek)
- Integrates with Twelve Labs, Qlip, Moments Lab, Spherex, Speechmatics, Adobe Firefly, and many other services for content generation, localization, compliance, and social adaptation

Modular and Extensible Architecture

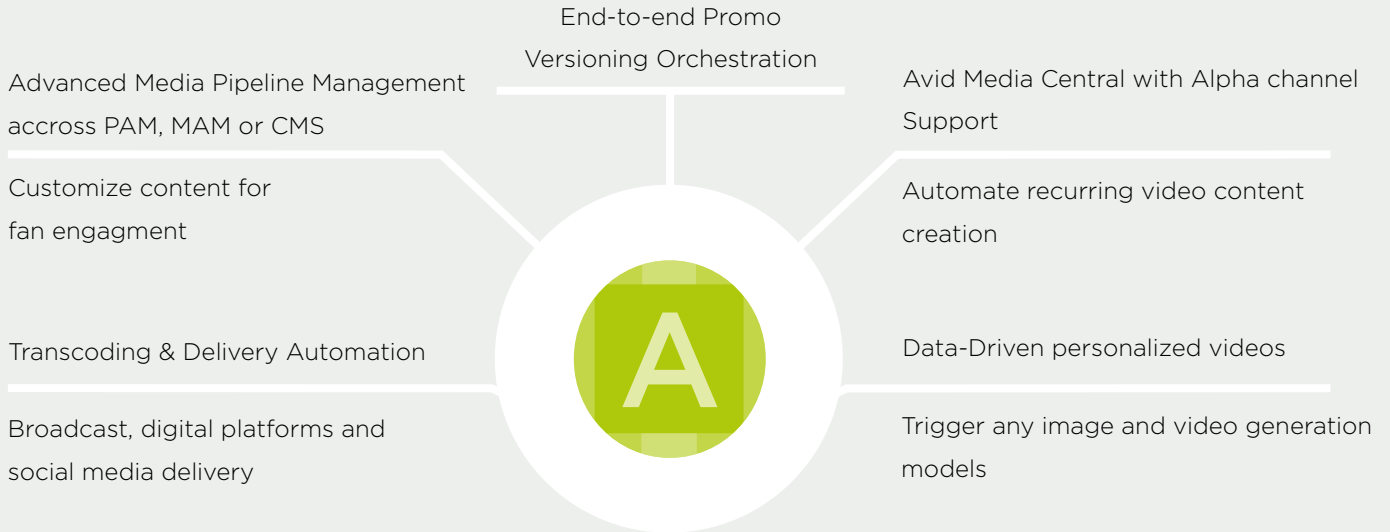
- Server worker-based architecture for enterprise grade performance
- Built for evolving media supply chains and compliance requirements
- Resource Hub: Upload, store, and share reusable templates, forms, dashboards, and documentation across Pulse-IT instances via integrated S3 storage

Advanced Monitoring & Observability

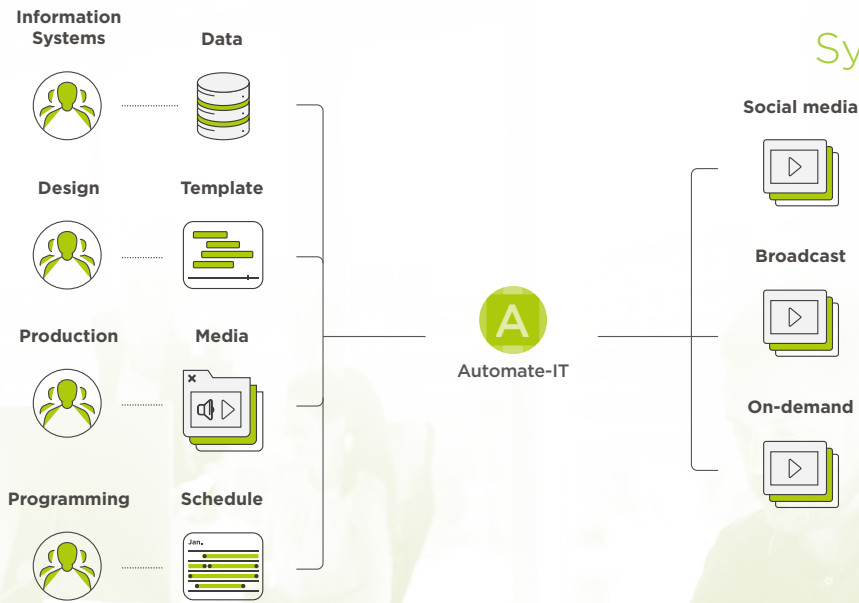
- Live workflow supervision with tracking, retry handling, and health metrics
- Real-time job dashboards with progress bars

Automate-IT

Typical Workflows



Automate-IT System Overview



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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