

LucidLink

Real-Time Media Workflow Meets Instant File Access At Scale

EMBRACE AND LUCIDLINK SOLUTION BRIEF

EMBRACE



Built for distributed teams in M&E

Proven with broadcasters, studios, and content owners globally



Seamless integration with industry-standard platforms

Compatible with leading tools like Adobe, DaVinci, AVID, Telestream, iconik by Backlight in hybrid/cloud architecture



Rapid deployment - no hardware, minimal onboarding

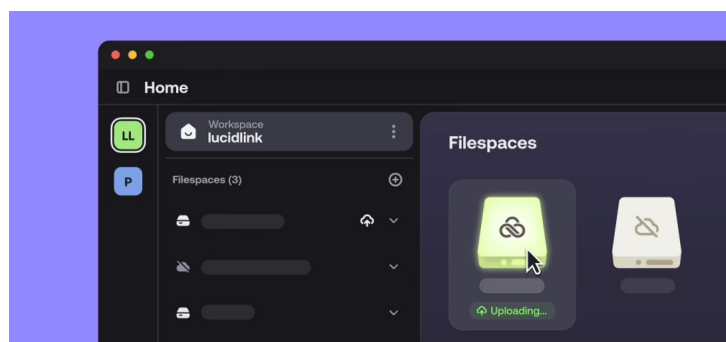
Scale from 5 to 500+ collaborators

Eliminating Production and Post-Production Bottlenecks

The combination of Embrace's low-code orchestration solutions and LucidLink's cloud-native file system unlocks new levels of agility and efficiency for media organizations. Together, we eliminate the bottlenecks of distributed production and post-production workflows, offering a scalable, secure, and truly collaborative media supply chain, from ingest to distribution.

Modern media teams are increasingly global, operating across time zones with large volumes of active media files. Traditional file servers, sync-and-share tools, or rigid MAM solutions create friction:

- Long upload/download times
- Duplication of assets and manual version control
- High latency or VPN reliance
- Risk of inconsistent data and broken workflows
- Lack of true cloud-scale, real-time access



Instant access to shared files

About LucidLink

LucidLink is the storage collaboration platform that frees creative teams to work together from anywhere. With a single shared filespace protected by zero-knowledge encryption, your team can instantly and securely access, edit and share projects of any size.

Combining the ease of a local drive with the power of the cloud, LucidLink gives you on-demand access to your files. Now you can get straight to work without downloading, syncing or versioning disasters.

Learn more at www.lucidlink.com

Embrace and LucidLink enable creative teams to collaborate instantly and orchestrate intelligently.

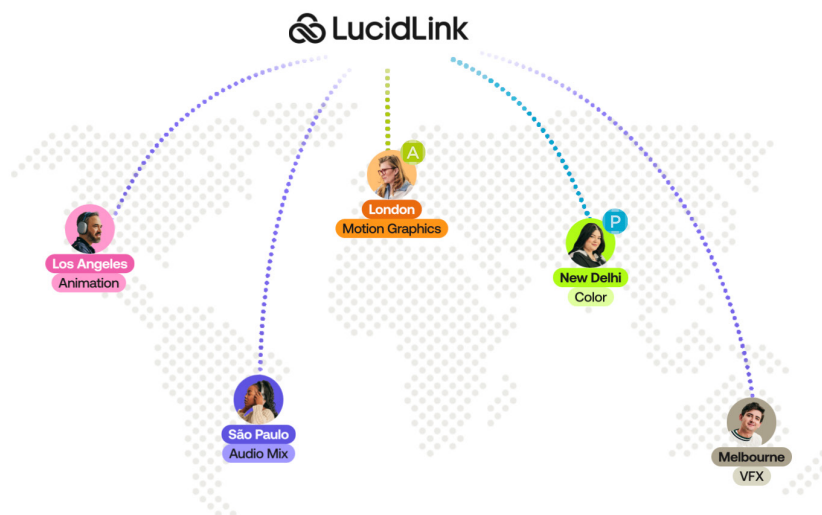
Together, Embrace and LucidLink provide an end-to-end solution for fast-paced creative and operational teams:

Real-Time Orchestration:

- Embrace connects people, systems, and tools with drag-and-drop automation and business process modeling.
- Automate transcoding, QC, approval loops, or delivery steps based on triggers from LucidLink activity.

Always-On Access

- LucidLink lets remote teams stream large files instantly, no downloads required.
- Work with Premiere Pro, After Effects, Resolve or AVID as if the content were local.



Integrated Workflows

- Orchestrate hybrid workflows where assets stored in LucidLink are seamlessly processed by render engines, QC tools, and delivery services, all managed via Embrace.
- Preview, trigger, and supervise automated steps using Embrace forms and dashboards.

Security And Resilience

- AES-256 encryption on data in transit and at rest.
- LucidLink's zero-knowledge model ensures only the customer can access the files.
- Embrace's SSO, audit trail and secure deployment options (on-prem, hybrid, AWS, etc.) ensure compliance.

How It Works

Step 1

LucidLink Filespace is created in the cloud (AWS, IBM...).

Step 2

Creative teams connect instantly via LucidLink Clients (Mac, Windows, Linux, iOS and Android) and work on files in-place.

Step 3

Embrace orchestrates the entire lifecycle:

- Detect asset availability
- Run transcoding or QC automatically
- Trigger Slack/Teams notifications or approval tasks
- Distribute to MAM, broadcast playout, OTT, or social

Use Cases

Remote Editing

- Stream and edit directly from LucidLink
- No sync, no drives, instant version access

Automated Promo Versioning

- Embrace triggers asset creation from a LucidLink filespace
- Faster turnarounds, less manual work

Secure Collaboration

- Access via LucidLink + approval via Pulse-IT or Automate-IT
- Real-time content workflows with secure oversight

Technical Highlights

Feature	LucidLink	Embrace
Streaming File System	✓	
Local Performance, Cloud Storage	✓	
Drag-and-drop Workflow Design		✓
Event-based Orchestration		✓
Forms, Dashboards, Notifications		✓
Multi-Cloud / Hybrid Support	✓	✓
Encryption	✓	✓
Kubernetes & Auto-scaling	✓	✓

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

Systems

Adobe After Effects,
MAM, PAM, Traffic

People

Design, Production, Programming,
and Information Systems

Processes

Deadlines, Versioning, Validation

Datasource

Data, Template,
Media, and Schedule

Delivery

Broadcast, Digital,
Apps and Social media



With LucidLink and Embrace, media organizations can finally achieve the efficiency and scalability they've been striving for. Our joint solution eliminates bottlenecks caused by traditional file servers, sync-and-share tools, and rigid workflows. Instead, teams gain real-time, secure access to assets while automating critical steps across the production chain.

The result is faster turnarounds, reduced manual effort, and a smoother path from ingest to delivery — empowering creative professionals to focus on what they do best: telling great stories.

Alex Ferris, VP, Solutions Engineering, LucidLink



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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