



Automate-IT

Industrialized Video Graphics Generation

EMBRACE



Automate-IT Key Benefits

Scale Content Promotion & Versioning

Automate the generation of promos, highlights, weather forecasts, and fan engagement videos across multiple languages and screens, while ensuring consistent brand quality.

Data-Driven Video Creation

Generate graphics and personalized outputs using scheduling data, and operational inputs.

Faster Creative Execution

Preview, trigger, and generate outputs instantly while Automate-IT handles assembly, rendering and delivery workflows.

EMBRACE Automate-IT is a promo versioning and automated content generation solution for broadcasters, content owners, and brands.

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.

Built to industrialize Adobe® After Effects rendering workflows, Automate-IT enables teams to scale graphics production on-prem or in the cloud. Powered by web-based forms, users can modify templates and trigger outputs without opening After Effects compositions.

Automate-IT powers content promotion supply chains, enabling automated promo production, social video creation, and personalized content delivery at scale. Beyond graphics rendering, it orchestrates the entire promo production workflow — from content preparation and template selection to versioning, validation, and delivery.

It also brings collaboration to creative, editorial, broadcast, IT, and digital teams enabling scalable production of on-air, digital, and social video content.



Automate-IT Key Benefits

AI-Powered Content Automation

Connect AI services for clipping, reframing, guard-railing, metadata generation and enrichment.

Seamless Adobe® integration

Control Adobe® After Effects and Media Encoder without opening project files and templates.

Collaborative Promotion Workflows

Coordinate creative, editorial, and broadcast teams through forms, approvals and workflow orchestration.

Real-Time Workflow Visibility

Monitor workflows statuses and progress through custom dashboards with alerts, logs and notifications, ensuring visibility across operations.

Enterprise-Grade Governance

Ensure brand consistency, rights management and compliance across all outputs with structured access and controls.

Empower creative teams

Automate-IT enables teams to focus on storytelling and design while maintaining brand consistency across formats, channels, and regions. The creative process becomes structured, supervised, and scalable, enabling faster content delivery without compromising quality.

Designed for demanding production environments

Automate-IT connects programming and traffic systems (or data sources like Excel), MAM platforms, and Adobe® After Effects templates to automate the full promo versioning and delivery lifecycle.

Content is automatically gathered, templates selected, variables applied, and video versions generated through workflows triggered by schedules, metadata, or external events.

Fast, reliable, and scalable creative execution

Automate-IT industrializes video production across broadcast, digital, and social — delivering versioned content at scale, faster. Operators preview, trigger, and generate outputs directly in workflows, accelerating feedback and eliminating bottlenecks. Data-driven automation powers personalized, multi-format delivery across regions, languages, and channels.

Configuration tools ensure controlled selection of After Effects projects, scripts and Media Encoder presets reducing setup errors and ensuring consistent execution across creative pipelines.

Enterprise-grade architecture and ecosystem integrations

Automate-IT integrates seamlessly with existing media infrastructures. The solution connects with MAMs, QC systems, transcoders, storage platforms, review and approval platforms, marketing campaign and creative tools through APIs and prebuilt tasks. Companion applications support integrations with Avid MediaCentral | Production, Codemill Cantemo and Codemill Accurate Player.

Automate-IT also integrates with AI services such as Adobe Firefly, Moments Lab, Twelve Labs, Speechmatics, and Spherex, enabling content enrichment, localization, compliance validation, and social adaptation workflows.

Automate-IT

Features

After Effects Automation

- Adobe® After Effects & Media Encoder rendering automation on-prem & in the cloud
- Adobe Extendscript Support: Ae Scripting - Javascript
- Automated preview and workflow generation directly from user forms

Low-Code Orchestration Engine

- Intuitive drag-and-drop canvas with visual workflow builder
- Control After Effects templates via user forms
- Dynamic branching, parallel execution, retries, and conditional logic
- Encapsulate workflows into reusable building blocks to easier collaboration and scaling
- Enrich workflow tasks with custom Python

Endless Ecosystem Integration

- Seamless integration with MAM, QC systems, transcoders, storage and scheduling platforms
- Automated import of Postman collections, OpenAPI and Swagger definitions
- Webhooks, GraphQL, SOAP, Watch Folders, & REST API support
- Companion Apps including Avid® MediaCentral, Codemill Cantemo™ and Accurate Player™ SDK integrations
- AI services integration for clipping, enrichment, reframing & automation

Collaborative Business Interface

- Tailored web-based forms 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

- Task notifications via in-app framework, email, Slack, and Microsoft Teams

Enterprise-Grade Security

- SAML / OIDC SSO via Okta, Entra ID, Amazon Cognito
- Role-based access control across workflows, resources, and data
- API authentication via user-based API Key and short-lived JWT Token
- Audit trail traceability
- Integration with AWS Secrets Manager

AI-Broker For Media Processing

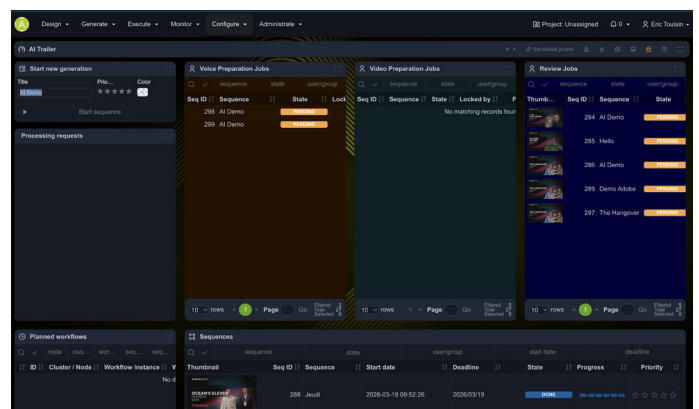
- Native support for LLM tasks (Open AI, Anthropic, Bedrock, Mistral AI, DeepSeek)
- Integrates with Twelve Labs, Moments Lab, Spherex, Speechmatics, Adobe Firefly, and many other services for content generation, localization, compliance, and social adaptation

Modular And Extensible Architecture

- Server worker-based architecture for enterprise grade performance
- Built for evolving media supply chains and compliance requirements

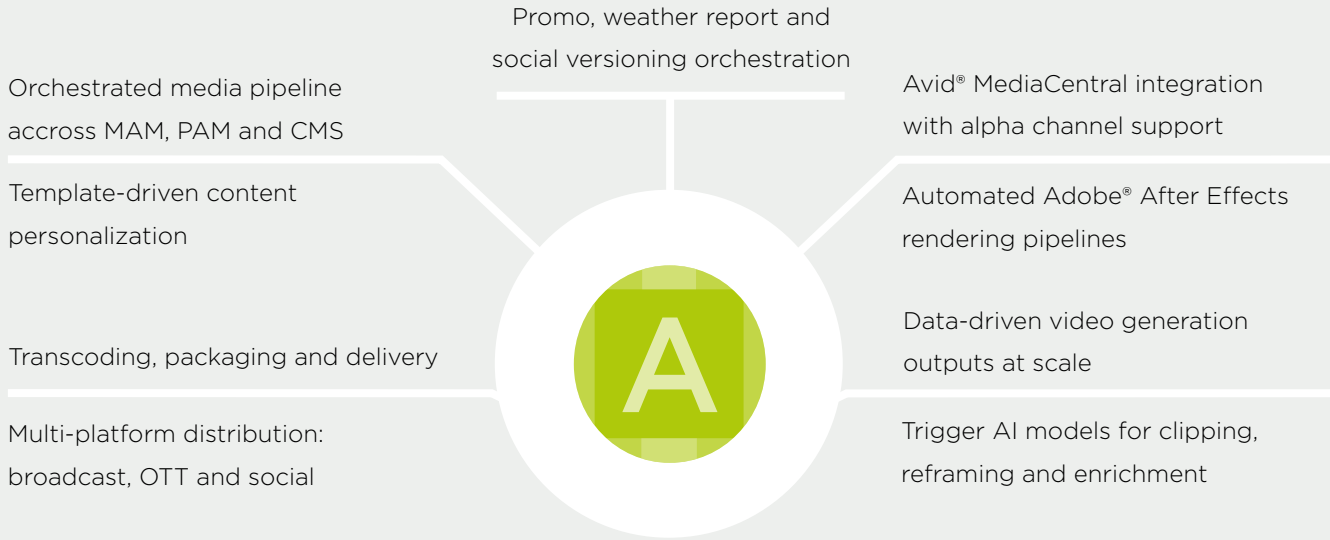
Advanced Monitoring And Observation

- Custom dashboards for real-time workflow monitoring

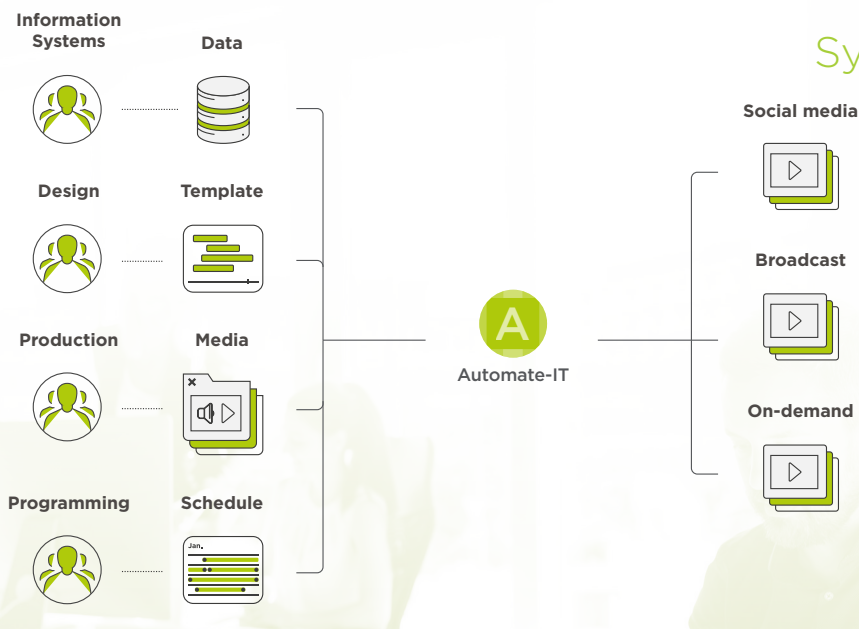


Automate-IT

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.

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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