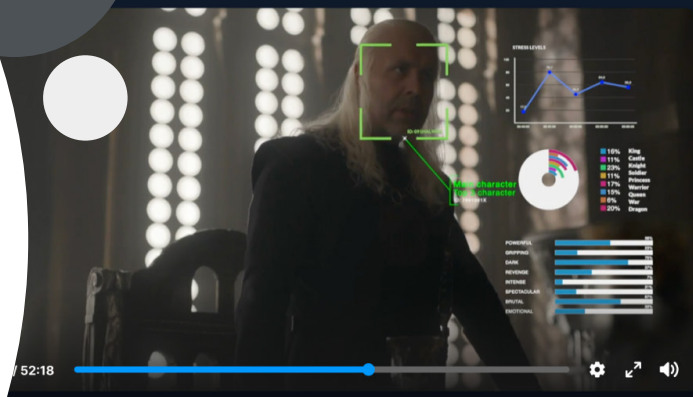
Solution Brief

VIONLABS

From Dormant Catalog to Monetization-Ready Content



EMBRACE AND VIONLABS SOLUTION BRIEF

EMBRACE

Accelerate Catalog Activation

Automate the work between source ingest and platform handoff, reducing the time required to prepare large content libraries for new distribution models.

Improve Contextual Monetization

Use scene-level understanding to identify natural ad opportunities and help avoid inappropriate ad adjacency.

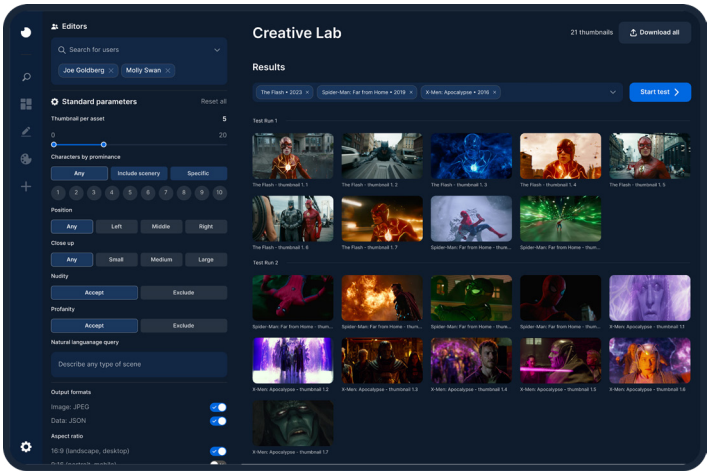
Scale Repeatable Operations

Standardize processing, business rules, approvals, packaging, monitoring, and exception handling across titles and libraries.

THE OPERATING LAYER FOR AI-POWERED CATALOG MONETIZATION

Studios and content owners hold valuable film and television libraries that remain difficult to activate at scale. Preparing those assets for AVOD and FAST requires more than transcoding. Teams must identify natural ad opportunities, protect brand context, enrich metadata, apply distribution rules, assemble supporting assets, and deliver consistent packages into existing platforms. Manual handoffs make the process slow, expensive, and difficult to repeat.

Together, Vionlabs and Embrace turn content intelligence into operational execution. Vionlabs analyzes each title to identify natural ad-break opportunities, chapters, binge markers, mood, and contextual signals. Embrace provides the operating layer for media, using Pulse-IT to orchestrate ingest, processing, cue-point transformation, packaging, exceptions, human decisions, and handoff across the studio's existing technology stack.



ABOUT VIONLABS

Vionlabs builds AI models trained specifically for the media and entertainment industry. Its multimodal technology analyzes video, audio, and text together to decipher the mood, tone, and context of every frame, scene, and title.

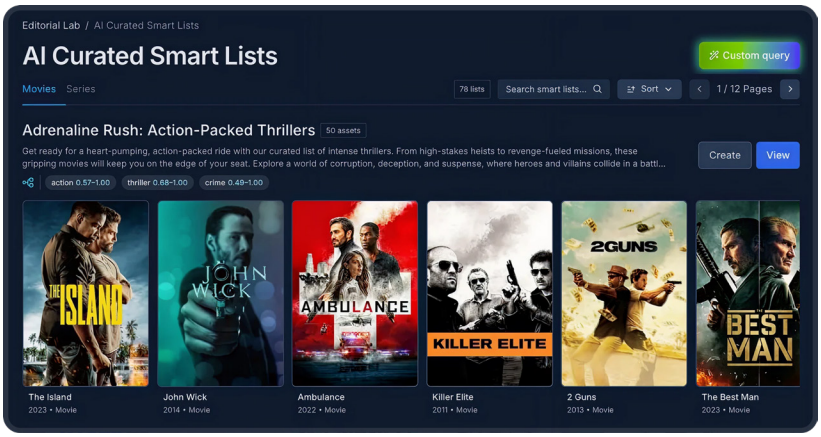
Founded in Stockholm in 2016, Vionlabs powers ad-break creation, contextual advertising, and metadata enrichment for streaming platforms and broadcasters in 60+ countries.

Learn more at vionlabs.com

The combined solution moves underused catalogs from storage to monetization-ready delivery without requiring content owners to replace their CMS, streaming platform, ad-decisioning, or distribution infrastructure.

AI CAN UNDERSTAND CONTENT. THE OPERATING LAYER MAKES IT ACTIONABLE

Scene intelligence only creates business value when it is connected to the systems, rules, people, and delivery processes that move content forward. Pulse-IT turns Vionlabs outputs into governed, observable, and repeatable media operations, while preserving the flexibility to adapt each workflow to customer-specific requirements.



HOW THE JOINT SOLUTION WORKS

1. **Ingest and prepare**. Pulse-IT receives source media and associated assets, validates inputs, and coordinates proxy generation, transcoding, or mezzanine preparation using the customer's preferred processing environment.

2. **Understand every title**. Vionlabs analyzes the content at scene level to identify natural ad-break opportunities, chapters, binge markers, mood, contextual signals, and metadata enrichment outputs.

3. **Apply business rules and human control**. Pulse-IT collects the AI outputs, applies customer-specific rules, transforms markers into standardized cue-point and metadata sidecars, manages approvals and exceptions, and keeps operational decisions visible and auditable.

4. **Package and hand off**. The solution assembles video derivatives, cue points, metadata, subtitles, dubbed audio, posters, thumbnails, and supporting assets, then delivers the completed package to the customer's CMS, storage location, file-transfer endpoint, or API.

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

CONTEXT-AWARE AD OPPORTUNITIES

Unlike fixed-interval approaches, Vionlabs evaluates scene context and emotional tone around potential breaks. This helps content owners identify more natural insertion opportunities and reduce the risk of placing advertising next to unsuitable or sensitive moments.

VALUE BEYOND AD-SUPPORTED DISTRIBUTION

The same scene-level analysis can produce chapters, binge markers, mood signals, and richer contextual metadata. These outputs extend the value of the workflow across AVOD, FAST, SVOD, and hybrid distribution models, supporting content discovery, navigation, programming, and future personalization use cases.

OPERATIONAL VISIBILITY FROM SOURCE TO HANDOFF

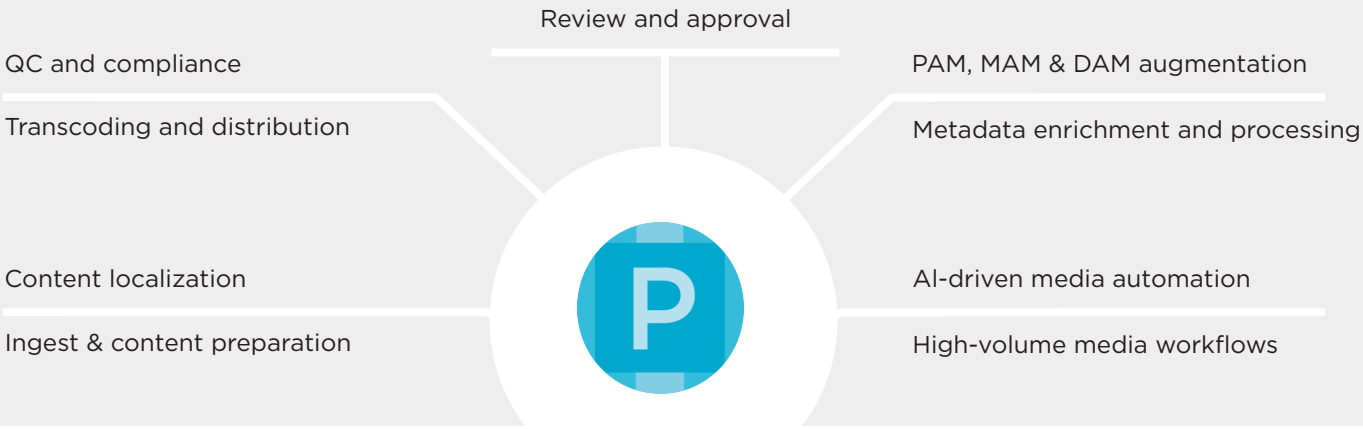
Pulse-IT coordinates automated steps, human interventions, notifications, retries, and exception paths in one operational framework. Teams gain a clear view of processing status, ownership, and outcomes across the catalog, rather than relying on disconnected tools and manual follow-up.

BUSINESS OUTCOMES

- **Create new recurring value** from previously dormant or under-monetized content libraries.
- **Reduce the manual effort required** for ad-break placement, metadata preparation, packaging, and handoff.
- **Accelerate time to market** for AVOD and FAST initiatives without rebuilding the downstream ad-tech stack.
- **Improve consistency and brand awareness** through contextual, scene-level analysis and standardized operational rules.
- **Scale from a controlled pilot batch** to larger catalogs, additional regions, content types, and distribution models.

TURN YOUR BACK CATALOG INTO A REPEATABLE REVENUE OPERATION

Book a joint solution workshop with Embrace and Vionlabs.



> Embrace shares our belief that great technology should fit into how media teams already work, not force them to start over. Combining Vionlabs' AI-generated metadata, thumbnails, preview clips and ad break detection with Pulse-IT gives content owners one operational layer to activate their catalogs at scale, from the title level down to individual scenes. It is a natural and powerful pairing.
>
> **Arash Pendari, Founder & CEO, Vionlabs**



EMBRACE

Embrace is the operating layer for media. Pulse-IT connects people, systems, processes, and AI services across on-premises, cloud, and hybrid environments. Its low-code orchestration capabilities help media organizations standardize execution, maintain visibility and control, and adapt workflows as business requirements evolve.

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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