# A Automate-IT

# Promo Versioning At Scale

**EMBRACE**

## Typical workflows

**Data-driven generation of videos with graphics**

**Adobe® graphics and video tools with any MAM or CMS**

**Automatic delivery for social media, on demand and Broadcast distribution transcoding and transcript functions**

**EMBRACE Automate-IT is a media-oriented promo versioning management platform. 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 and digital promotion supply chains.

**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 the production flows, simplifies execution, assembling and delivering promos methodically for increased efficiency and throughput.

## A Automate-IT core features

**Fully integrated with Adobe® After Effects and Media Encoder**

**Adobe Extendscript support (Ae Scripting - Javascript)**

**Web-based interface**

**Preview for editorial QC**

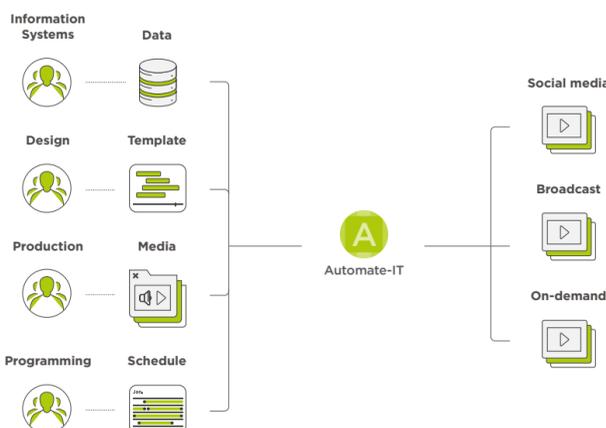**Simple Workflow and Forms Designer**

**Advanced Sequence Designer**

**Tasks management**

**Configurable dashboards & notifications**

**Role-based permissions**

**AD centralized login**

**Low-code automation**

**REST API, JSON & XML Support**



Information Systems — Data
Design — Template
Production — Media
Programming — Schedule
Automate-IT
Social media
Broadcast
On-demand

## Executing, assembling and delivering promos methodically, on time, every time and at scale.

- Automate-IT seamlessly integrates your 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.

Deploy everywhere: public cloud, on-premise, private clouds

## Content creation transformation engine

**Unleash creativity, enhance brand consistency**
Unleash the potential of your creative teams for value-added tasks. Automate the rest!

Automate-IT frees up you 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.

**Huge throughput, fully automated**
Quickly generate personalized and dynamic videos across different screens, geographies, and channels.

Automate-IT enables unlimited versioning, multiple languages for multiple geographies 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 heterogeneous departments, teams and tools.

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

**Use any creative and post-production tools**
Complementary to 200 existing tasks and connectors, Automate-IT offers companion apps for Avid MediaCentral, Cantemo, Codemill Accurate Player and native integrations with Adobe After Effects, Media Encoder, Premiere Pro, Frame.io, Emotion Systems and Telestream Vantage.

## A Automate-IT key benefits

- Seamlessly integrations your Adobe graphics solutions and systems into the broadcast domain

- Power by web forms for user input and graphics template modification without editing After Effects projects or compositions

- Break down barriers for promo versioning production and distribution

- All non-added-value and repetitive tasks handle



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# EMBRACE

Since 2015, Embrace transforms 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's aim is 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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