



AVICA

DATA-DRIVEN AUTOMATED
VIDEO CONTENT CREATION



**DATA-
DRIVEN**

SOLUTION

AVICA data-driven automated video content platform offers the solution for multiple business and technical use cases at scale and up to 100-times cheaper



**LOW
COSTS &
AT SCALE**

PROBLEM

Video content production is an expensive and time-consuming task, which requires certain technical skills and knowledge



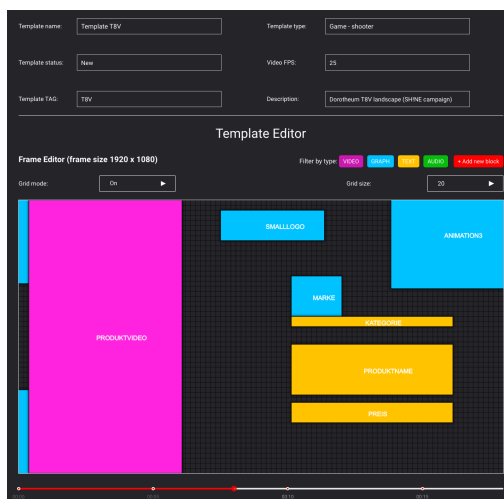
**AUTO-
MATION**

IMPACT

Digitalization and automation of marketing business processes revolutionizes multiple use cases across all industries and business domain



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Storytelling Templates Editor is a core component of the system which allows to configure all elements of the template (layer blocks) and related business rules which allow full automation, flexibility and variability when template is applied to real project assets. It consists of 2 main representations: Frame Editor (how layer blocks are arranged on a video frame) and Timeline Editor (how layer blocks are arranged from time progression perspective)

FRAME EDITOR

User can select the type of the frame (landscape, portrait, sizes) and arrange all layer block elements on the frame canvas as you would normally do in any graphical editor. Our system adds tools to manage types of layer blocks (video, graphics, text, audio) and visualize main parameters such as TAGs and position / size on canvas. Also detailed representation of the layer blocks data is available where all additional parameters (for example font params for texts) can be managed.

User can assign effects to layer blocks from generic library or build his own effects

TAGS

System of tagging of the storytelling templates elements and source data assets for further automated matching and processing

TIMELINE EDITOR

Timeline editor functionality is similar to one of video editors, though it makes editing process more simple concentrating only on parameters important for the AVICA storytelling concept.

In order to achieve full automation (AVICA automated data-driven video content production concept) we add additional features to the timeline editor which manage relationships between layer blocks (pedecessors and successors) and parameters which allow flexible storytelling instantiation depending on source assets data

3rd-PARTY TEMPLATES

We work on adding possibility to import templates from 3rd-party tools. Stay tuned!

Contact us to work on your use case!