

**XMPie****uDirect® Video**

*Generate personalised videos automatically with XMPie® and Adobe® After Effects® – creating new business and higher revenue opportunities.*

# Video personalisation – a **New Dimension** *in 1:1 Marketing*



With uDirect® Video, personalised videos with motion picture graphics and cinematic-quality visual effects can now be efficiently created. The XMPie video personalisation solution is integrated with the industry leading video production software, Adobe® After Effects®, to provide a familiar environment to seasoned professionals. Together, using uDirect Video and After Effects, users can render personalised videos, which can then be incorporated into 1:1 multichannel campaigns, or used in any way you may use standalone videos.

### *Unique Video Personalisation*

uDirect Video includes uCreate™ Video, a plug-in to Adobe After Effects, which enables an After Effects professional to link to a data source and create a data driven video template. uDirect Video also includes uRender™, a desktop application that uses the video template and renders a set of personalised videos. Leveraging After Effects as the creative platform, and integrating it with XMPie's unique Automatic Dynamic Object Replacement (ADOR®) technology, provides a sophisticated way to create videos personalised to segments, groups, or even individuals.

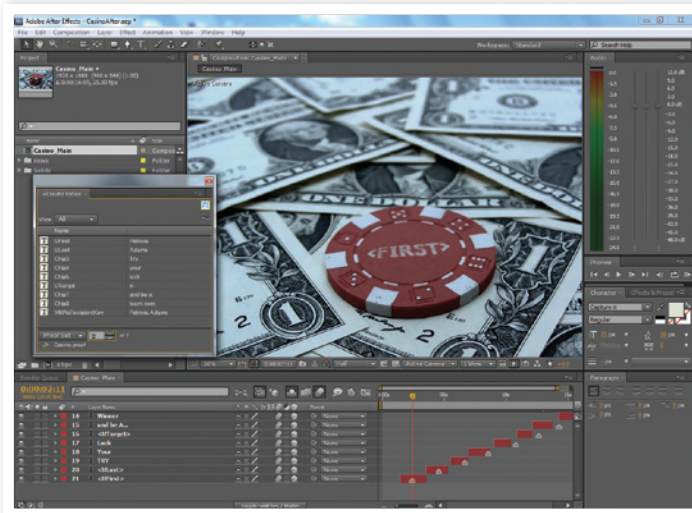
Learn more about the full line of XMPie products.  
Visit [www.xmpie.com](http://www.xmpie.com)

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uDirect® Video

# Personalised videos get noticed, evoke actions, and translate into results



### XMPie Makes it Work

Starting with either an original After Effects movie or an existing template from an online library, users can realistically incorporate variable text, images, and other footage with exciting special effects like animate, wiggle, shatter, blur, warp, distort, and more. Images created in Adobe Photoshop® or Illustrator® and personalised with XMPie ulmage® can also

be embedded within personalised videos. Furthermore, personalised videos can even be displayed inside other personalised movies.

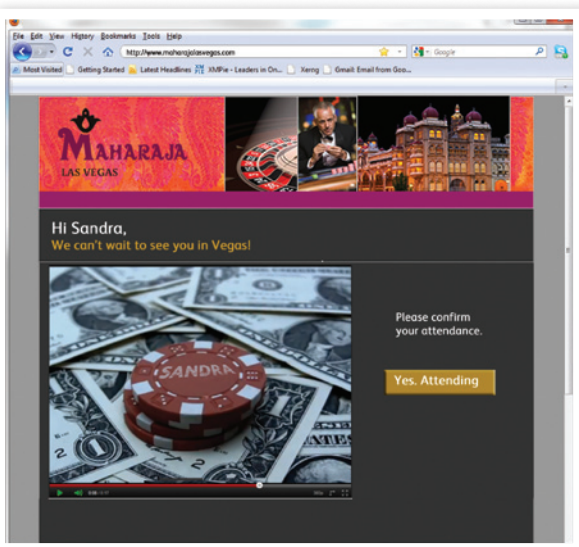
The uDirect Video solution consists of two components. The uCreate Video component provides the ability to build data-driven video templates in After Effects, and creates a novel, compact package called a MovieSet™. The uRender component then uses the MovieSet to generate a batch of fully-composed videos, each personalised to the intended recipient. This leads to greater workflow efficiencies where the tasks of creation and production are easily divided.

### Why Video?

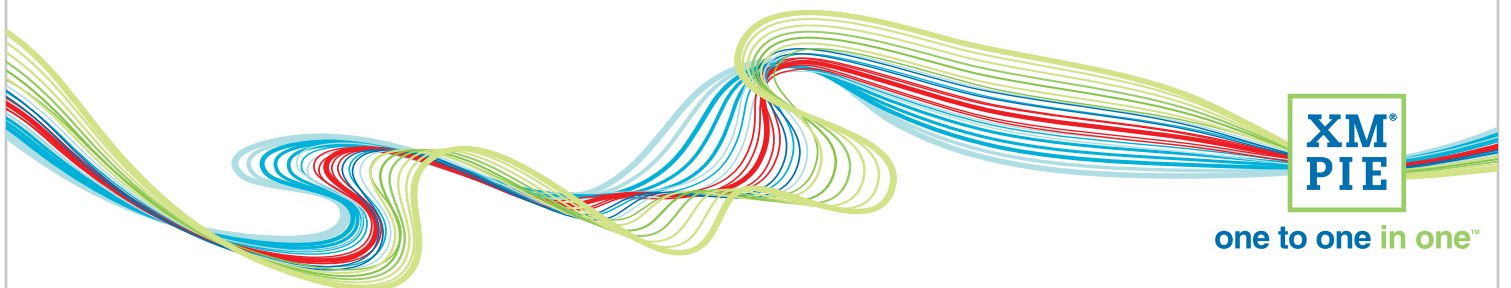
In recent years, with the growth of social media, video has evolved into a transformational technology and is now an important component in the media mix. The challenge has been that most video content is broadcast to one large audience and is seldom relevant to the individual recipient.

Service providers have long considered video offerings as something they could never provide; this was typically left to ad agencies and video production companies. But now, using an off-the-shelf video creation and production package together with the intuitive point-and-click menu of XMPie, providers can now offer personalised video as one more component of a 1:1 multichannel campaign – generating new business and higher revenue opportunities.

Furthermore, successful marketers are always looking for relevance in all media and are interested in investing in communications that get noticed and evoke action – which inevitably translates into results. Personalised videos leveraging cinematic effects and high-powered graphics can help marketers achieve this goal.



*XMPie® provides a complete video personalisation solution to incorporate dynamic content into cinematic-quality movies, and link to them from other personalised media.*



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