



uDirect® Video

Create personalized videos with XMPie® uDirect® Video and Adobe® After Effects® – generating new business and higher revenue opportunities.

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



With uDirect® Video, marketers and service providers can uniquely offer personalized and sophisticated videos with motion-picture graphics and cinematic-quality visual effects. Personalized videos, once rendered, can be integrated into a 1:1 multichannel campaign or supplied as standalone movies.

### *Generating Personalized Videos on the Desktop*

uDirect Video includes uCreate™ Video, a plug-in to Adobe® After Effects®, which allows an After Effects professional to create personalized videos that intelligently use variable content from a linked data source. The solution also includes uRender™, an XMPie desktop application that automatically renders batches of dynamic movies, one for each record in the data source.

The resulting dynamic movies can be used with any streaming service, or can be automatically uploaded to either a YouTube or Vimeo account. Additionally, the unique URL for each video is automatically referenced so that it can be easily incorporated into a complete multichannel campaign.

Learn more about the full line of XMPie products.

Visit [www.xmpie.com](http://www.xmpie.com) or call (212) 479-5166.

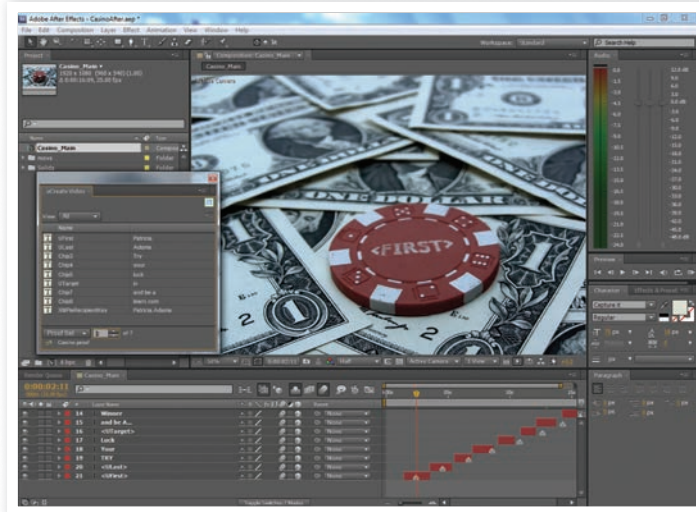
Email: [marketing@xmpie.com](mailto:marketing@xmpie.com)



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



## Generate Videos in Batch

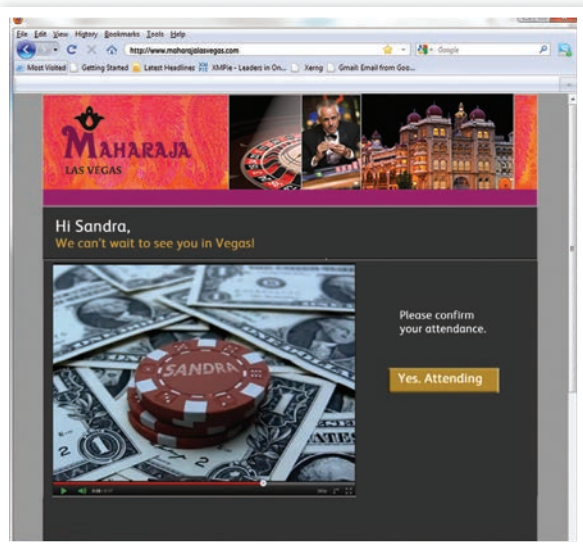
Starting with either an original After Effects movie or an existing template from an online library, AE professionals can incorporate variable text, images, and other footage with exciting special effects like animate, wiggle, shatter, blur, warp, distort, and more. Images created in Adobe Photoshop® or Illustrator® and personalized with XMPie ulmage® can also be embedded within personalized videos. Furthermore, personalized videos can even be displayed inside other personalized movies.

## Why Video?

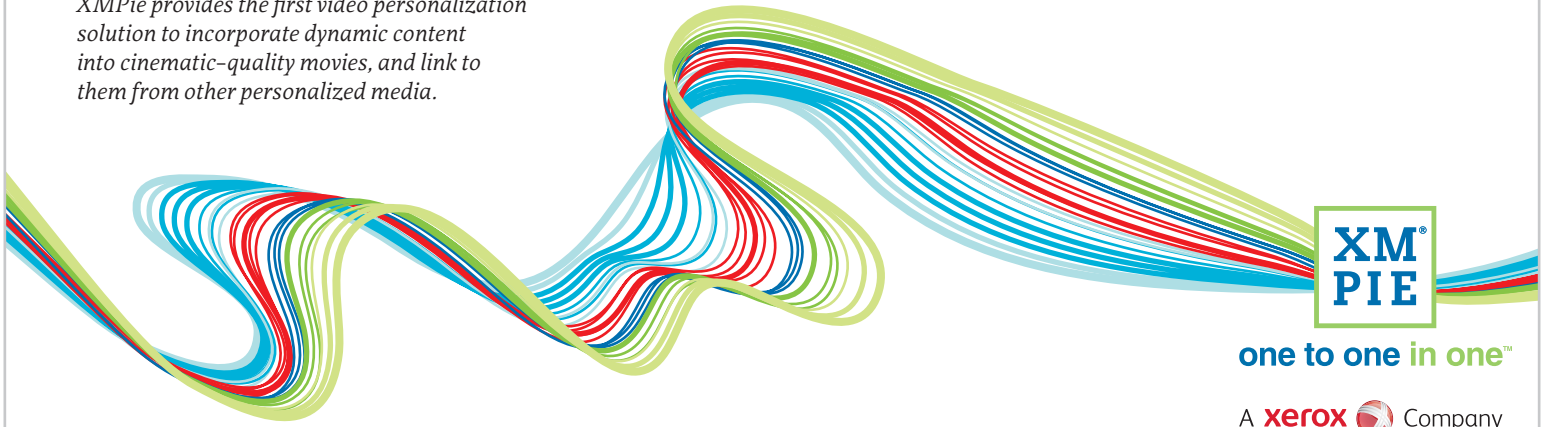
In recent years, video has evolved into a transformational technology and is now becoming an important component in the media mix. The challenge has been that most video content is broadcast to one large audience and is seldom relevant to the individual recipient. uDirect Video is ideal for producing versioned, customized or personalized videos for pre-defined audience segments or recipients.

The uDirect Video solution consists of two components. The uCreate Video component creates a novel, compact representation for the set of personalized movies called a MovieSet™. The uRender component then uses the MovieSet to batch-generate individual, fully-composed clips that are personalized and ready to be viewed or incorporated into a 1:1 multichannel campaign.

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, providers who have expertise in Adobe After Effects, can offer personalized video as one more offering in their portfolio of services – generating new business and higher revenue opportunities.



*XMPie provides the first video personalization solution to incorporate dynamic content into cinematic-quality movies, and link to them from other personalized media.*



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