



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

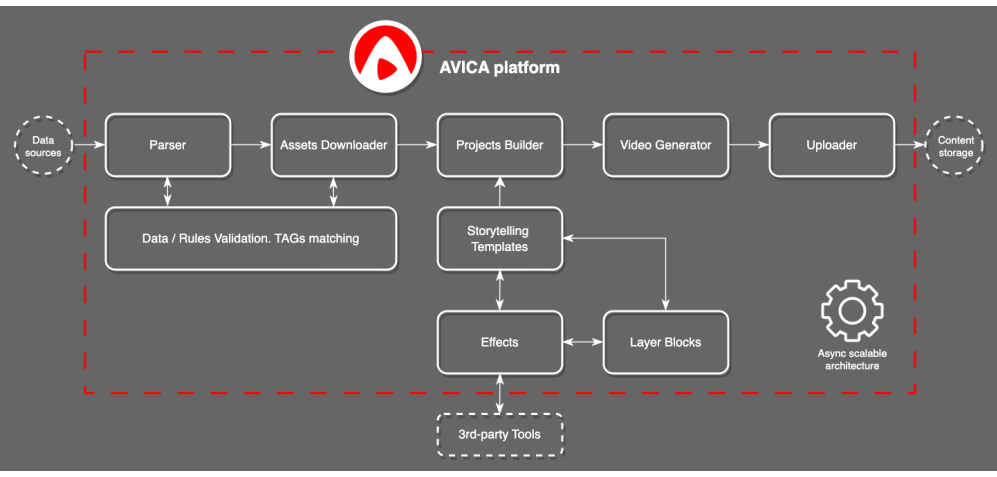
IMPACT

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



AVICA

DATA-DRIVEN AUTOMATED VIDEO CONTENT CREATION



The diagram above illustrates the functional concept of the AVICA platform. Here we provide description of main components:

STORYTELLING TEMPLATES

Description of the storytelling timeline and video frame structure along with the logic for flexible automated instantiation of projects

LAYER BLOCKS

Individual elements the storytelling template is composed of. 4 possible types of layer blocks: video, graphics, text, audio

EFFECTS

Actions associated with layer blocks which perform certain transformation of them like, rotate graphics, transform text to speech etc.

PARSER

Component which loads source data from files or external APIs with custom or generic format. Parser normally assumes custom logic related to TAGs mapping

ASSETS DOWNLOADER

Component which takes care of remote assets which need to be downloaded into the system for processing (e.g., graphics defined as URL)

PROJECT BUILDER

Builder takes storytelling template and related source assets to automatically instantiate datasets required to generate resulting video

DATA VALIDATION, TAGs MATCHING

System checks source data against data consistency critical for video generation and maps TAGs between entities automatically

VIDEO GENERATOR

Process which creates resulting video from components defined by storytelling template and available source data assets

UPLOADER

Component which automatically uploads resulting videos to customer target system e.g., social media channel or content management system

TAGs

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

Contact us to work on your use case!

