

Why AVICA



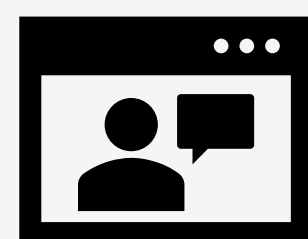
Personalization

Create content unique to users or user groups



Actuality

Use dynamic data and update the content automatically with changes



Smart Storytelling

Flexibility and power of intellectual dynamic storytelling templates



Low Costs at Scale

Digital content production at scale is not expensive with AVICA

AVICA use cases



Product content

- Dynamic product data
- Automatic updates based on defined triggers
- Dynamic storytelling based on product categories, brands and content formats (target platforms)



Marketing campaigns

- Campaign templates with automated adaptation to all target audience types
- Seasons, locations, languages, brands, events as triggers for dynamic storytelling
- Regular and ad-hoc



News & events

- Enhance your customer communication with all types of digital content formats
- Daily product news, events, campaigns
- Make news personal with filtered and styled content as per client profile data



Client personalization

- Name
- DoB
- Gender
- Location
- Language
- History of purchases
- Brand preferences
- Participation in marketing campaigns and sport events



Leaderboards & daily wraps

- Run sport events with brands?
- Get client leaderboards and create dynamic content automatically to engage with the audience
- Daily wraps relevant use cases



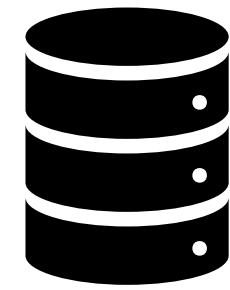
Omni-channel

- All content formats (sizes, portrait, landscape, square) for different target platforms
- Automated styling as per the channel
- Automated upload to CMS/CDN
- Rich content metadata

Automated operations



- Efficiency
- Time saving
- Cost savings
- Scalability
- E2E automation



- Store content in customer CMS / CDN
- Personal data security
- Deploy in cloud or at customer premises



- Statistics for:
 - Data processing
 - Content generation
 - Content uploads
 - Costs



AVICA is the future of video content production for all types of demand (products, services, campaigns, news, client personalization etc.).

We enable cost-effective creation of high-quality digital content which is ideal for marketing purposes and social media

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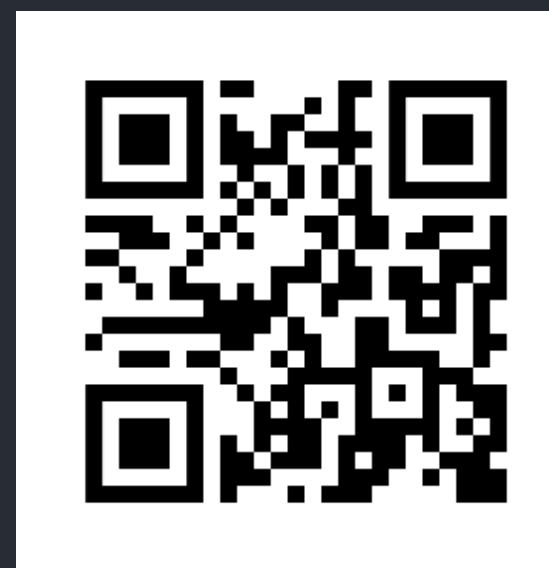
 in4@in4comgroup.com

AVICA Plattform Website:

 <https://avica.cloud>

IN4COM GmbH Website:

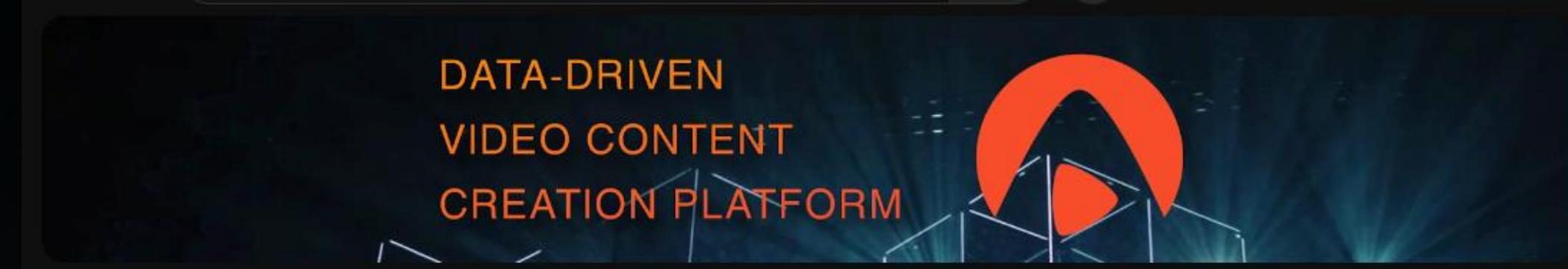
 <https://www.in4comgroup.com>



AVICA web site



AVICA YouTube channel



AVICA
 @avica-in4com · 8 subscribers · 17 videos
 AVICA – Data-Driven Automated Digital Content Production Platform. ...more
avica.cloud and 1 more link

Customize channel Manage videos

Home Videos Shorts Community

4 STEPS TO START VIDEO PRODUCTION

- 1 INTEGRATE SOURCE DATA
- 2 CONFIGURE STORYTELLING TEMPLATES
- 3 GENERATE & TEST VIDEO CONTENT
- 4 UPLOAD VIDEOS TO TARGET SYSTEM

INITIAL SETUP CAN BE DONE IN 2-3 DAYS ONLY

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AVICA (Automated Video Content Production Platform) is a cutting-edge B2B solution designed to revolutionize the way businesses create, manage, and distribute digital content.

In Which Areas is AVICA Indispensable?
 ▲ Marketing and Advertising
 •Automated creation and publishing of ads, reels, shorts, and ...
 READ MORE

Shorts

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Videos

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