



Embedded Media Experiences (EMX)

Expand Your Solution's Rich Media Capabilities

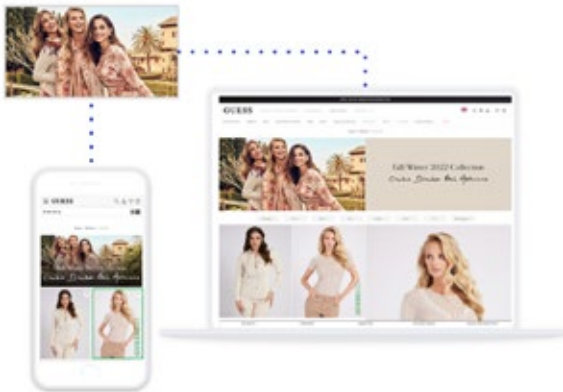
Buy rather than build to accelerate the delivery and monetization of industry-leading image and video optimization capabilities.



EMX Use Cases

Performance

Media optimization to accelerate web and app performance.



Deliver images and videos in the format and quality optimized for each device, browser, and connection speed.

Automated optimization and delivery. Auto select the right asset format and quality based on end users' device, browser and bandwidth.

Generate various size options for any device and layout. Use AI based transformations to reduce time cropping and resizing.

Compress image without losing quality. Automatically generate breakpoints during delivery.

Automation

Automation across the media asset lifecycle accelerates time to market



Create, transform, and deliver media experiences with APIs, Widgets, and SDKs

Innovate faster with an extensible, intelligent framework trained on the largest set of media data in the industry.

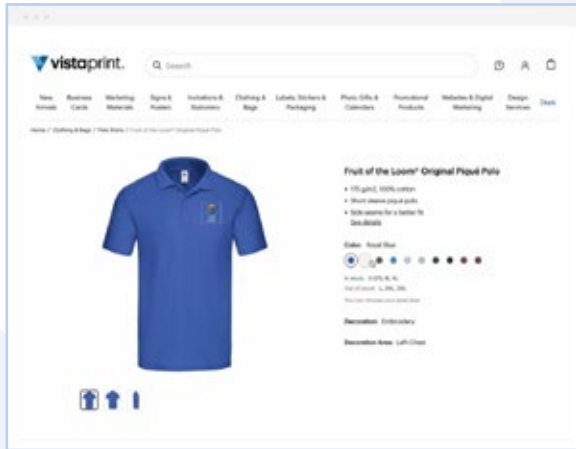
Ensure picture perfect visual experiences in real-time with content-aware transformations

Bring products and experiences to market faster with AI and URL-based API transformations.

Eliminate manual workflows by using AI and ML for face and object detection, background removal, and more.

Customization

Media transformations enabling on-demand personalized product previews.



Increase conversions and reduce returns with accurate, on-demand and high-definition previews of personalized products at scale.

Media Customization. Analyze objects of interest and show instant previews of products in different colors with logos, text, and watermarks.

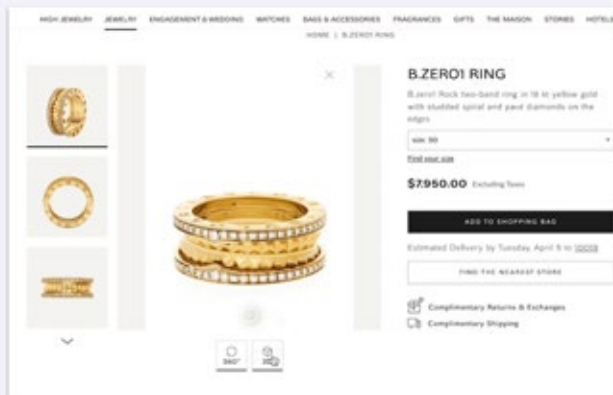
Conditional Transformations. Easily apply image and video transformations based on predefined conditions.

PSD Layers. Create dynamic banners for ad or email campaigns using multiple PSD layers, custom backgrounds and personalized text offers.

Customize video experiences. Configure player controls, skins, background themes, captions / subtitles and more.

Immersive Experiences

Cutting-edge media for life-like digital experiences to improve conversions.



Create and deliver next-level highly visual experiences quickly and at scale with media-centric intelligence and automation.

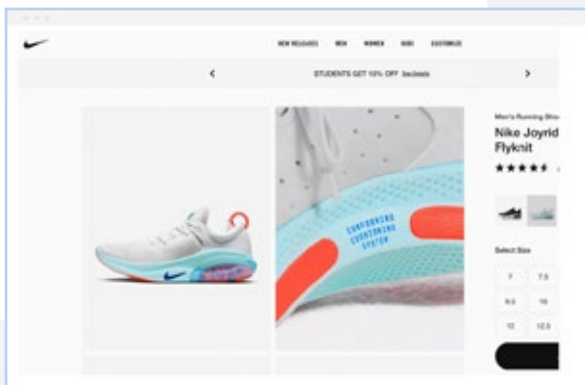
Incorporate cutting-edge media formats, like high-definition video, 360, 3D, AR/VR, without the significant lift for a highly realistic look.

Create high-performant and responsive PDPs and PLPs experiences automatically with an interactive Product Gallery widget.

Deliver higher performing, fast-loading product and category pages without sacrificing visual fidelity.

Video

Specialized tools to fine-tune videos efficiently for increased engagement.



Easily manage, optimize, and deliver engaging video experiences to your customers everywhere, at scale

Cross-device compatibility. Deliver videos in the most optimal formats and codecs automatically for any user device and browser.

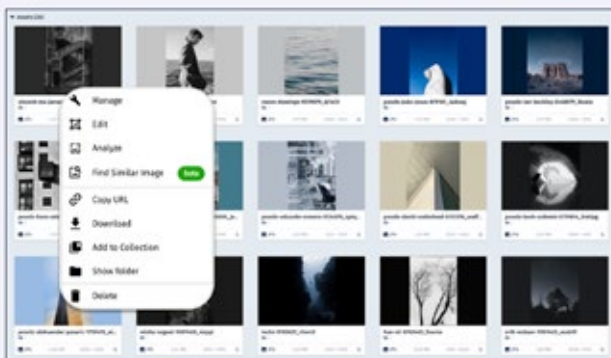
High-performing. Ensure high-speed, high-quality video experiences.

Auto-compression. Compress all thumbnail preview videos automatically.

Key format support. Supported output video formats include MP4 (h.264 and HEVC), WebM (VP9).

Immersive Experiences

Digital-first focused for automation, harmonizing systems, and flexible innovation.



Free customer experience teams of mundane asset-related tasks to reduce time to market.

Image and video transformations and presets. Quickly define multiple transformations, creating full-sized assets for all channels and devices.

Moderation workflows and notation. Automate workflows and deliver reliable, repeatable rich media experiences.

Automated Tagging. Intelligently add and search for assets with AI-generated tags, attributes, colors, faces, and structured metadata.