Adobe Experience Manager: Dynamic media

The dynamic media capabilities of Adobe Experience Manager enable businesses to deliver visually rich, personalized media across all digital channels with efficiency and scale.

Digital marketing organizations are investing heavily in producing a growing number of rich media assets, including product photography, marketing banners, and video, with the goal of building brand engagement, enhancing customer experiences, and increasing conversion across all channels. Yet it can be complex to manage and deliver the variety of assets required to engage diverse audiences across a rapidly expanding number of touchpoints.

Adobe Experience Manager dynamic media (formerly Adobe Scene7) helps businesses address these challenges by delivering rich visual merchandising and marketing assets on demand, automatically scaled for consumption on web, mobile, and social sites. Utilizing a set of master assets, dynamic media generates and delivers multiple variations of rich content in real time through its global, scalable, performance-optimized network. Dynamic media serves interactive viewing experiences, including zoom, 360-degree spin, color swap, video, and overlay effects. In addition, it helps marketers ensure the highest probability of success by delivering dynamically personalized and localized brand and campaign content in videos, hero banners, and animated banners using templates to minimize production costs.

Dynamic media uniquely incorporates the workflows of the Adobe Experience Manager digital asset management (DAM) solution to simplify and streamline the digital campaign management process.

Benefits summary

• Create interactive viewing experiences—Present rich media in real time, including interactive zoom, 360-degree spin, color options, video, and more.
• Improve conversion—Easily create and publish personalized rich media for dynamic targeting and localized marketing campaigns.
• Reduce costs—Leverage one master asset to provide multiple product views, saving production management time and costs.
• Optimize for mobile—Instantly serve the right rich media experience for web, tablet, mobile, or social.

Dynamic Imaging with zoom
Hundreds of leading companies worldwide, including 9 out of the top 10 online retailers, use dynamic media capabilities to enrich viewing experiences and increase conversion on their website. Adobe has been named the top rich media vendor to the Internet Retail Top 500 for the past six years and consistently receives a 4 out of 5 star satisfaction rating from existing customers. Customers in the financial services, media publishing, hospitality, and manufacturing industries choose to use Experience Manager DAM and dynamic media capabilities to streamline production management workflow and serve personalized banners and interactive video that engage audiences and simplify the selling process across all channels.

Dynamic image sizing, formatting, and viewing
To serve optimized viewing experiences across channels, digital assets must be delivered in a variety of sizes and formats. Dynamic media capabilities enable businesses to generate and serve unlimited variations of an asset on demand, including any size, format, resolution, crop, or effect using original imagery. This allows businesses to be instantly responsive to customer demands for rich media viewing on all device types, without incurring additional production costs to manipulate original assets.

Without creating multiple derivative images, you can perfect images by adjusting the brightness, contrast, saturation, hue, color balance or adding drop shadows, borders, blend modes, rotation, and many other artwork enhancements.

Interactive viewing experiences
Customers expect to be able to view all angles, details, colors, and variations of a product before purchase. Allowing customers to select models, features, or colors for more complex sales can increase their engagement and the sense of ownership of the product. Yet it can be costly and time consuming to deliver these types of rich media viewing experiences across all online touchpoints. With dynamic media capabilities, you can build and deliver close-ups of product details and features, and showcase products or services in attractive settings, efficiently and cost effectively, all using original imagery.
Viewing experiences include image resizing, free-form or guided hot spot zoom and pan, color and texture swatching, 360-degree spin, and multimedia viewing. Simply upload your images, pick a viewer, and publish. The viewer library contains a variety of styles and layouts for each rich media type, with the ability to select a default viewer or configure your own from hundreds of options.

**Mobile and multiscreen experiences**
Dynamic media reduces the complexity of delivering the best viewing experiences for mobile devices. By leveraging best-in-class viewers optimized for web and mobile devices, you can publish a single URL that detects the device size and bandwidth and then serves the best experience supporting multi-touch or full screen viewing experiences. This speeds time to market and reduces costs to deploy across all channels.

Dynamic media supports both HTML5 and Adobe Flash technology viewing experiences to deliver a differentiated, branded experience across all desktop and mobile devices.
Key features of dynamic image sizing, formatting, and viewing

- **Dynamic image sizing and formatting**—Site-wide dynamic content sizing, editing, formatting, and rich media viewing
- **Color and texture**—Color and texture swatching to view all options
- **Media viewers**—Single-asset and mixed-media viewers, including single-image zoom, image-set zoom, rollover-driven zoom, 360-degree spin, and video
- **Mobile support**—Full-screen mobile zoom viewers supporting multi-touch and gestures
- **Hot spots**—Easily configurable image hot spots for data-driven, formatted rollover panels with both text and image content for all viewer types
- **Localization**—Streamlined localization using a single viewer and image templates to translate and deliver text, graphics, and images for different languages
- **Analytics**—Tracking and reporting with Adobe Analytics to give business insight, conversion, and usage trends

Dynamic personalization capabilities

Online businesses frequently change their website's marketing and promotional banners to meet seasonal, local, or promotional merchandising requirements. But frequently modifying and republishing images and rich media banners costs time and money. Dynamic personalization capabilities provide marketers the unique ability to use rich media asset templates to easily manipulate content and properties of images and display banners for streamlined localization, quick time to market for sales and offers, or other business needs.

Dynamic banners templates can be created with Adobe Photoshop® and Adobe Flash technology, including images, graphics, videos, and fonts. Users can parameterize these templates using Experience Manager dynamic personalization capabilities (formerly Adobe Scene7) technology and then publish and dynamically modify the text and image content, calls to action, effects, and destination URLs. The resulting banners are sized and formatted to display optimally for web and mobile devices in real time using dynamic media URLs.

Dynamically vary images, videos, and text on your website to maximize conversion.

You can deliver dynamic banner templates directly to your web properties using the Adobe Experience Manager Web content management page authoring tools. Using Experience Manger client context, you can even customize banners based on user login to enable direct one-to-one campaign personalization with ease.
In addition, you can publish multiple banner variations using Adobe Target to optimize conversion. Image or banner updates require only data-driven URL modifications. The result is a simplified and streamlined workflow for creating, modifying, publishing, and serving relevant images and marketing banners to your website in real time, without incurring additional production time and costs.

**Key features of dynamic personalization**

- Easily create and manipulate images and banners for targeted and localized marketing campaigns.
- Create source content in Adobe Photoshop or Flash technology.
- Define, test, and preview content variations and create dynamic media URLs.
- Dynamically modify layer content and properties in your page with dynamic media URL commands.
- Dynamically manipulate content and object properties in animations created with Flash technology. Compile content to SWF or HTML5 format in real time.

**Streamlined content management and publishing workflow**

Dynamic media enables users to manage, enhance, and publish rich assets through streamlined, intuitive creative workflows by leveraging Adobe DAM capabilities and the hosted, robust dynamic media publishing system (formerly Adobe Scene7) solution. The publishing system solution lets non-technical content creators participate and control data-driven media management and production with minimal reliance on IT resources. You simply upload or access master media files, such as images, fonts, videos, documents, or Adobe Creative Suite templates in DAM, author data-driven effects like sizing or content personalization, preview, and then publish the dynamic content to Adobe Experience Manager servers. URLs are generated to call the media on demand. You can add these URLs to any web page, email, printed document, or mobile application.

Content is delivered on demand as a world-class managed service, with Adobe scaling the necessary hardware, infrastructure, software, and personnel while also providing an ongoing stream of upgrades. Dynamic media capabilities are backed by a robust software-as-a-service (SaaS) infrastructure and globally balanced with multiple data centers, offering unmatched reliability, scalability, and performance.

**Key features of dynamic media publishing:**

- Open APIs to build custom-branded, user-facing applications
- Software development kits (SDKs) to enable partners and developers to build user-facing applications quickly and easily
- Adobe best-in-class servers and core technologies, including Adobe Media Server, Adobe Open Source Media Framework (OSMF), Adobe InDesign Server, Adobe Color Management (ACM), and Adobe Text Engine (ATE)
- Image, render, and template servers (formerly Adobe Scene7)
- Local caching and content delivery networks

With the Adobe Experience Manager dynamic media capabilities, organizations can quickly and cost-effectively deliver all variations of rich media assets required to attract customers, guide them to the right products and services, and convert them into loyal buyers in all marketing channels.

For more information

[www.adobe.com/go/aem](http://www.adobe.com/go/aem)