



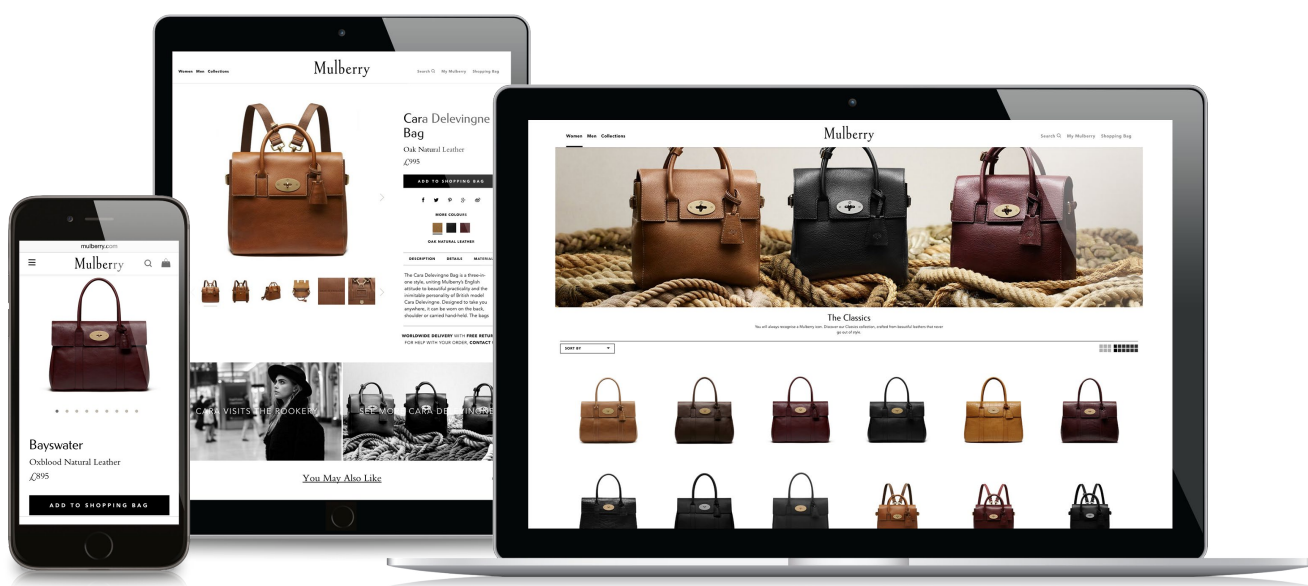
Amplience™

POWERING RETAIL ENGAGEMENT AT SCALE



Amplience Dynamic Media

Amplience Dynamic Media makes it easy for ecommerce and marketing users to deliver rich, engaging product and promotional media to all channels.

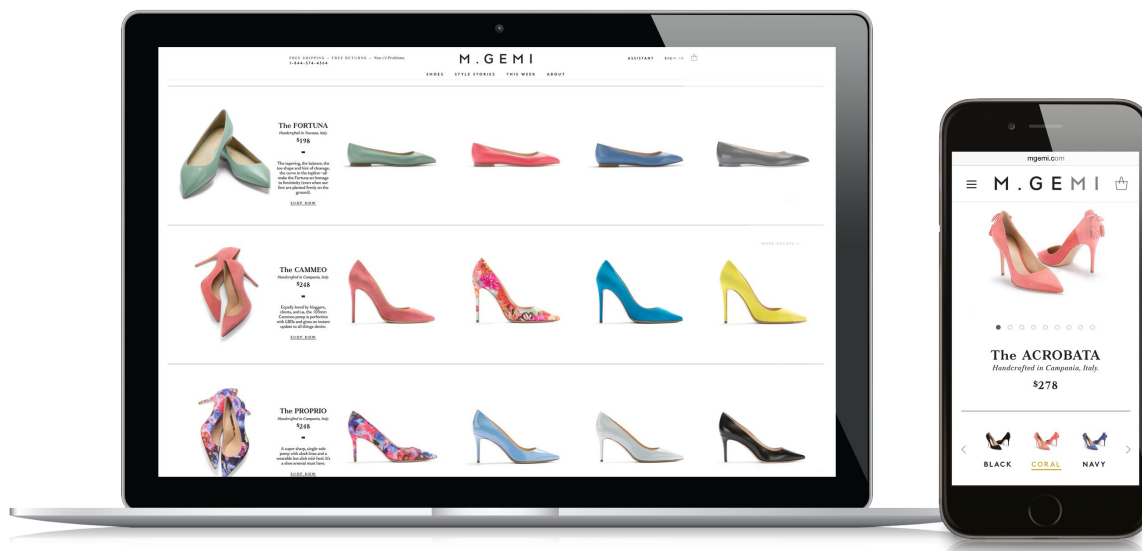


Key benefits

- Conversion uplift and reduced product returns
- Up to 2x faster image and page load speed
- Reduce media production costs by 90%+
- Improved Organic Search ranking
- Transform developer productivity
- Rich range of viewers
- Reduce risk and improve agility

Solution overview

Amplience Dynamic Media is for brands and retailers that want control over their visual digital content such as product images and videos as well as promotional content like dynamic banners, lookbooks and lifestyle video. The solution provides content teams with powerful automated image and video management workflows, as well as Dynamic Imaging and Video Transcoding capabilities, metadata, viewer configuration, reporting and analytics.



Key Features

- Dynamically render any image variant on demand from a single master asset
- Transcode video for all devices, mobile operating systems and screen resolutions
- Flexible, mobile optimized, adaptive, and responsive product media viewers
- Advanced Software Developer Kit (SDK) for viewer customization
- Dynamically create personalized image roundels and other layers
- Text-to-image and monogramming support via SVG
- Automate 360° and 720° (up and over) spin set production
- Managed complex media asset ingestion workflows via the API and multiple FTP dropboxes
- Flexible metadata schemas for enhanced enrichment workflows and viewer experience
- Responsive imaging support, including Point-of-Interest and Art Direction
- Support for collaborative workflows and asset internationalization

Generating sophisticated merchandising experiences is complex and time-consuming. It requires workflow automation, interactive viewer development, and multiple integrations with Content Management and eCommerce platforms.

Amplience Dynamic Media streamlines and simplifies this process.

Dynamic Media automates image and video production for rich, engaging interactive brand and eCommerce experiences. The business user friendly tools and rich APIs help marketing and ecommerce teams to visualize products for consumers, power responsive web sites, and create a rich and engaging experience that is fast, mobile friendly and cost-effective to produce. As a result, retailers can create more persuasive experiences that remove barriers to purchase, driving sales and improving productivity.



Amplience Dynamic Media makes it easy for ecommerce and marketing teams to create product and grid pages that showcase the best aspects of their products. Users can interact with product image zooms, 360° product views, color and fabric swatches, and a range of other customizations.

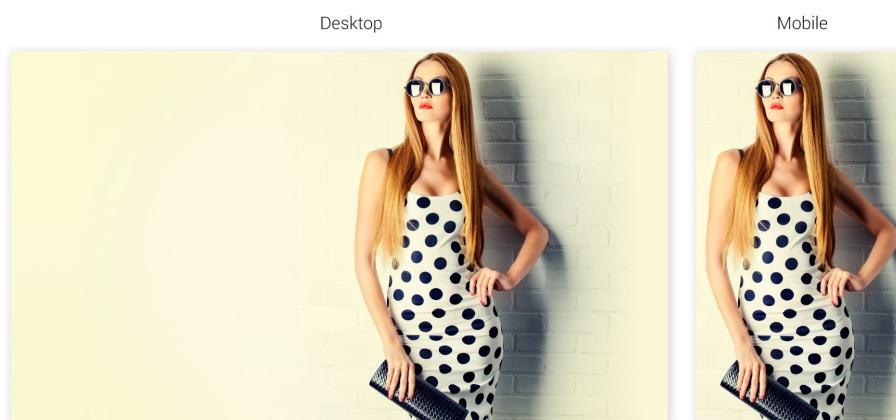
The Dynamic Media APIs and rich NodeJS scripting support the complete studio-through-site workflow, from asset ingestion, enrichment, publishing through to delivery. Media can ultimately be rendered as an image URL, video or as a product viewer experience with multi-dimensional product spin, color and fabric swatches, multi-level zooms, and adaptive, responsive views.



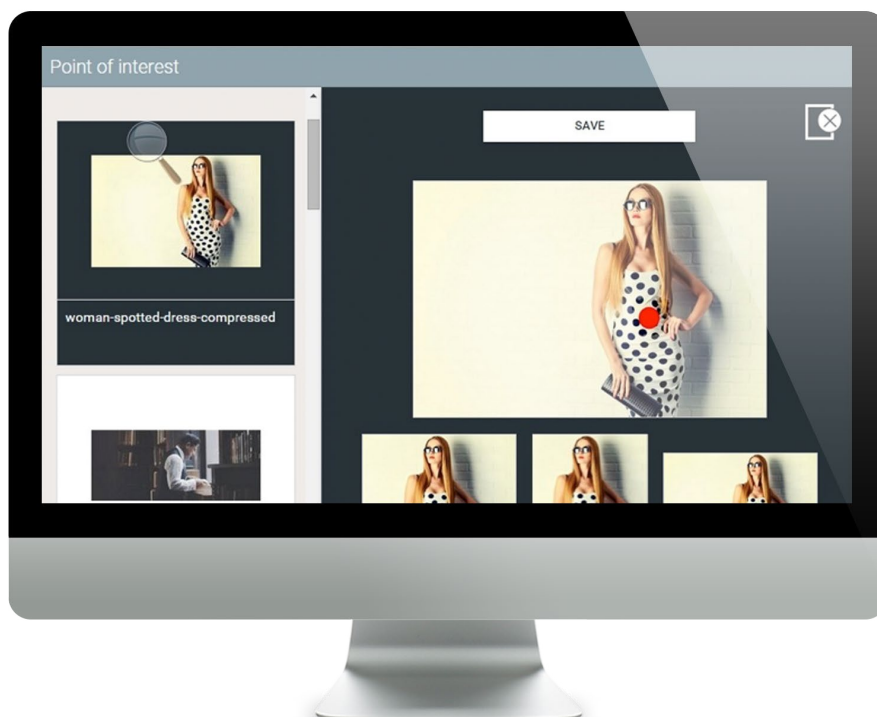
Videos are automatically transcoded into the best file format for specific mobile device types, and compressed for delivery across slower networks, ensuring that customers get the best possible experience every time.

Dynamic Media also cuts costs by improving the productivity of your teams. Automated media sets and transformation templates shorten the studio-to-site process, virtually eliminating human error. These transformation templates also allow users to test and optimize the way images and videos are displayed, to maximize quality and streamline delivery.

Advanced meta-data APIs support a range of advanced features including Point-of-Interest for the dynamic art direction of images (dynamic cropping) – which enables the images to be automatically sized and scaled to support responsive experiences:



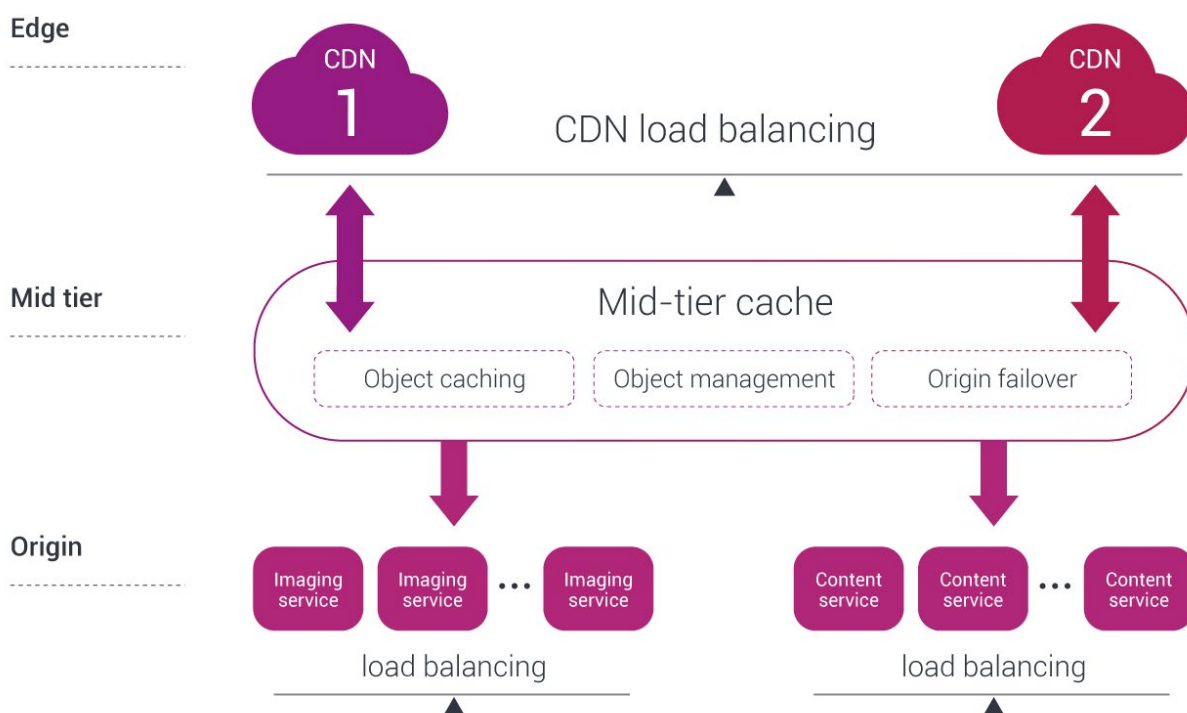
For example, the image above left shows the point of interest on the right of the image. Once the image is responsively scaled for mobile (above, right) dynamic cropping ensures the POI is still in view.



Architected for Enterprise scale

Amplience Dynamic Media delivers best-in-class performance. The system is architected with an ultra-reliable load-balanced CDN (Content Delivery Network) architecture to deliver better than 99.99% uptime, monthly.

Load-balancing delivers edge optimisation via Real User Monitoring (RUM) that serves media to users from the closest of three leading CDNs, making sure content always loads quickly and reliably.



A mid-tier cache further enhances performance by limiting origin requests, and protects the system from DDOS attack while enabling content to be served from stale should origin servers be unreachable, ensuring continuous uptime during the even the most comprehensive of internet wide outages.

Origin servers are set-up in load-balanced auto-scaling groups that can respond quickly to unanticipated peaks in load. New images are typically generated from the high-resolution master in less than 200ms. The entire Dynamic Media infrastructure is set-up to fail over to other server regions to ensure continuous service in the event of in-region catastrophic failure.

About Ampliance

The Ampliance platform signals the end of today’s content production and publishing bottlenecks, accelerating processes and transforming assets into reusable, highly engaging digital content that can be delivered consistently across every customer segment, channel and locale. With Ampliance, retailers finally have the velocity of continuously fresh content required to convert customers at every point of inspiration, driving higher sales and productivity -- all without scaling up the team.

More than 200 of the world’s leading brands, including John Varvatos, Rag and Bone, and Tumi, benefit from Ampliance’s specialized digital shopping expertise. For more information, visit www.ampliance.com

