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## **Dataclay Projector Automates Media Orchestration and Distribution, Saving Creative Professionals Time and Money**

*After ten years of helping thousands of creative professionals create unique versions of millions of videos, Dataclay, an Adobe Video [Partner](#), introduces a new app that offers parallel rendering, transcoding, and distribution of personalized video created in Adobe [After Effects](#)®, the industry-standard motion graphics software.*

Pittsburgh, PA – October 22, 2024: Dataclay marks ten years of empowering creative professionals with their [Templater™ extension for Adobe After Effects](#) with the introduction of [Projector™](#). This innovative new tool simplifies the orchestration and distribution of video content. With the unveiling of this product, Dataclay is revolutionizing how dynamically versioned media is managed and distributed at scale. Dr. Arie Stavchansky, CEO of Dataclay, will be available for questions and demonstrations at the [Vimeo REFRAME](#) video innovation conference in New York on October 23, 2024.

Dataclay created Projector in response to customer requests that the Adobe Video [Partner](#) has received over the years. Customers came to the Dataclay team, noting how challenging it was to manage and share large amounts of video output. By automating rendering, transcoding, and distributing tasks, Projector streamlines manual bottlenecks for deploying media assets, saving countless hours and valuable resources.

"For ten years, we've been at the forefront of video automation, enabling creative professionals at industry leaders such as Amazon, Warner Brothers, Electronic Arts, Netflix, and Samsung to version millions of videos with Templater," said Stavchansky. "Today, we're excited to introduce Projector, completing an end-to-end automation solution for versioning, delivering, and tracking media content at scale."

The strength of Projector lies in its direct integration with Templater. This connection allows automatically re-versioned After Effects projects to be rendered in the background, enabling users to save time by focusing uninterrupted on other tasks within After Effects.

"Generating massive amounts of localized and personalized video assets is one challenge. It's another challenge to distribute those assets," added Stavchansky. "Projector solves this problem by leveraging the After Effects rendering engine in parallel, based on the number of cores in the user's machine."

Ultimately, Projector removes the need for Templater users to develop their own, often complicated, solution for distributing versioned media. Projector is a user-friendly application designed for mass versioning and distribution, allowing users to effortlessly deliver video content to platforms like [Vimeo](#), [JW Player](#), [frame.io](#), or [Amazon S3](#).

Projector's cloud-based data management system keeps Templater and Projector in sync, allowing access to media assets and their distribution status. This removes the need for tracking and intricate coordination, leading to an effective workflow.

“Projector's unique capabilities extend beyond powerful distribution,” added Stavchansky. “The new tool enables a seamless workflow with marketing automation platforms, allowing users to leverage the power of highly targeted content for their campaigns.”

Key benefits of Projector:

- Effortless Integration: Automatically render and distribute videos to popular streaming and storage platforms.
- Parallelized Rendering: Dramatically speed up rendering times for faster publishing.
- Unified Data Management: Maintain real-time visibility into media assets and their distribution status.
- Simplified Orchestration: Automate complex distribution workflows.
- Enhanced Marketing Automation: Seamlessly connect with marketing automation platforms for targeted campaigns.

To learn more about Projector, visit (<http://dataclay.com/projector>). While there, download the free trial of the beta software and receive email support during the beta period. Stavchansky encourages anyone publishing video content to experience the benefits of Projector firsthand and provide valuable feedback.

## **About Dataclay**

A pioneering force in automated video production, Dataclay provides users the tools to streamline creating custom video content. This year marks Dataclay's 10th anniversary, demonstrating its success in supporting the work of creative professionals.

Dataclay's flagship product, Templater™ for After Effects, has become an industry-standard application, enabling thousands of users to version millions of videos worldwide. Its popularity stems from its ability to empower users to generate many personalized videos from a single After Effects project, dramatically increasing efficiency and productivity.

With its introduction of Projector™, Dataclay addresses the need for media orchestration and distribution. This latest tool compliments Templater by providing an automation platform that simplifies every aspect of video production, orchestration, and distribution.

Dataclays' long-term dedication to innovation and customer satisfaction has garnered trust from industry leaders such as Disney, J.D. Power, Google, Electronic Arts, and NBCUniversal. As Dataclay embarks on its next decade, it continues its mission to equip creative professionals with essential tools to excel in an ever-evolving digital production landscape.

*To enhance your workflow even further, explore the many extensions like Templater that are available as part of the [Adobe Video ecosystem](#) today.*

**Contact** For more information on Dataclay and Projector, please visit <https://dataclay.com/projector/> or contact Allan Barnwell at [allan@dataclay.com](mailto:allan@dataclay.com).

For free support during the Projector beta period, contact [support@dataclay.com](mailto:support@dataclay.com).

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