

# **XMPie Video Service (XVS)**

## Quick Guide

Version 1.0



one to one in one™

A **xerox**  Company

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# Overview

XMPie Video Service (XVS) is a video personalization solution which enables the creation of variable content videos. It consists of two main components:

- **uMerge Video:** A plug-in to Adobe After Effects which enables to define movie variability and to upload video projects (including resources and data that define the variability) to the cloud.
- **XVS Dashboard and API:** A cloud service on Amazon AWS which renders the movies for streaming, streams the final movies and manages the users and the projects of the service.

Read the [Best practices and guidelines for motion designers](#) article to learn how to prepare and organize your After Effects project for deployment and rendering on the cloud.

Watch [XMPie Video Service video training](#) for an introduction of the XMPie Video Service, including uMerge Video, which enables the tagging of an Adobe After Effects file, and XMPie Video Service Dashboard which manages, renders, and streams the personalized videos.


## XMPie Video workflow

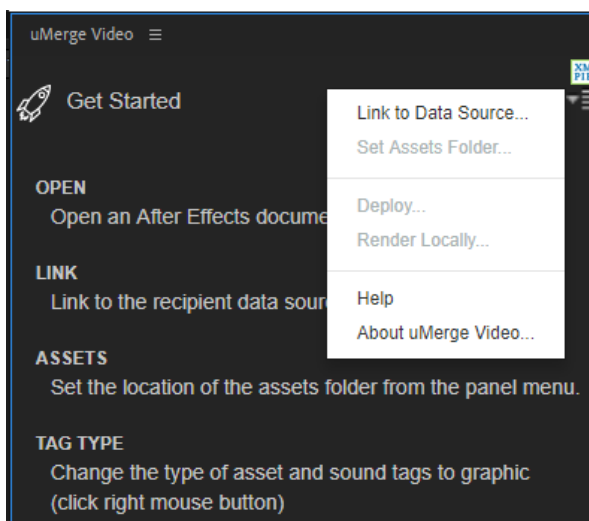
The XMPie video solution workflow is divided into the following phases: design and rendering.

### Design

This phase consists of connecting to a data source and attaching tags to text or graphic elements in the movie. Graphic elements can be either image, video or audio files.

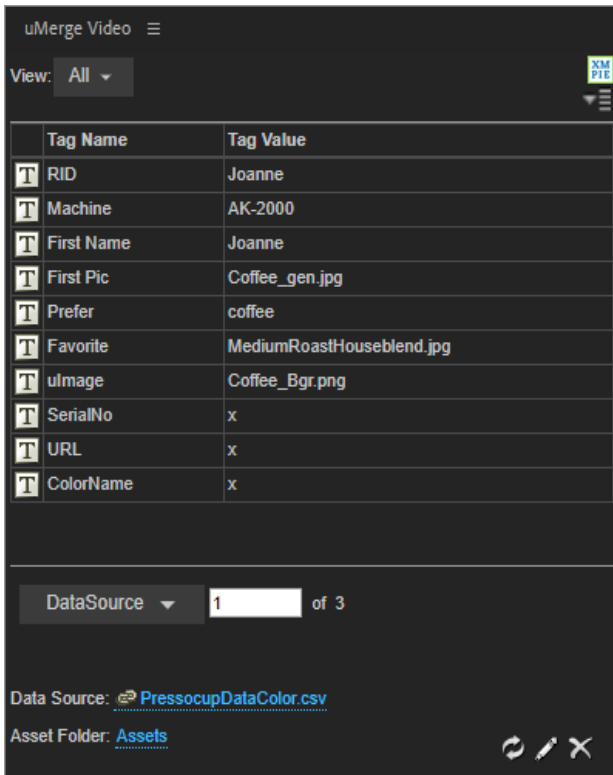
**To link to a data source and tag design elements:**

1. In After Effects, open your project.
2. From the **Window** menu, select **Extensions > uMerge Video** to open the uMerge Video panel.
3. From the **Options**  menu, select **Link to Data Source**.



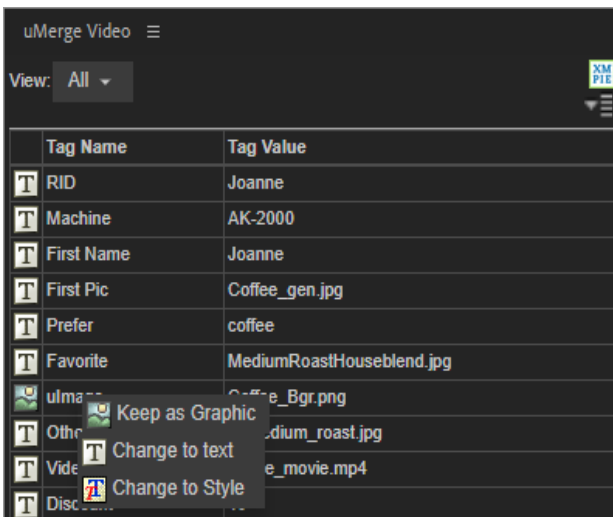
4. Select a CSV file and click **Open**.

The **uMerge Video** panel opens, displaying the available tags.




5. If you wish to tag a **graphic** element (image, video or audio), perform the following:

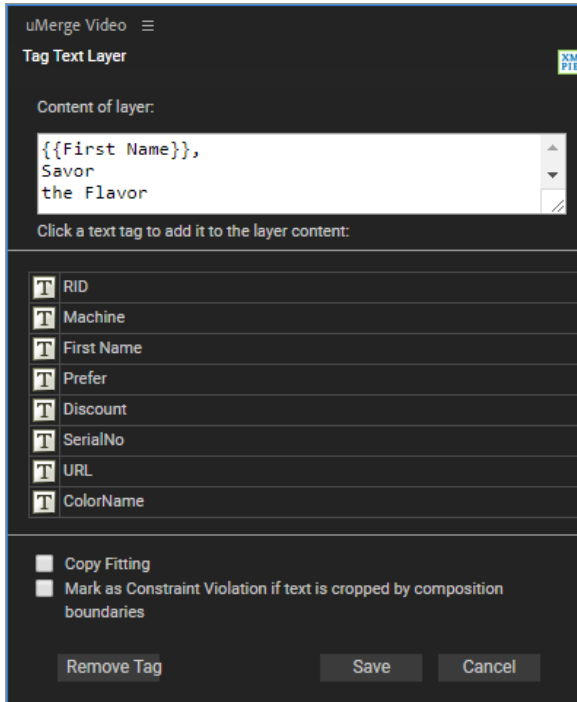
- Modify the data field type by right clicking the text **T** icon and selecting **Change to Graphic**.



- Define the location of the asset folder by selecting **Set Assets Folder** from the **Options** menu.

6. To tag a **text** layer with text data fields:

- Select the text layer to which you wish to apply variability.
- On the uMerge Video panel, click the **Edit tag**  icon.



- Click the desired text tag to add it to the **Content of layer** area.
- If you wish to apply copy fitting, display the record that represents the width you wish to maintain for all other records (e.g. a six-letter name), and then select the **Copy Fitting** checkbox. All records will maintain the same width.
- Click **Save**.


7. To tag text with a Style property:

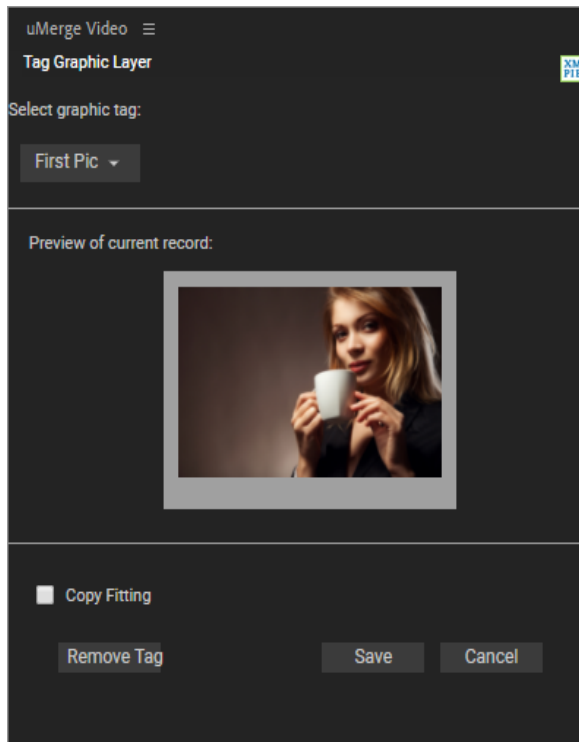
- Change the field type to **Style**.
- Select the text layer.
- Click the **Style** field.

Tag Name	Tag Value
RID	Joanne
Machine	AK-2000
First Name	Joanne
First Pic	Coffee_gen.jpg
Prefer	coffee
Favorite	MediumRoastHouseblend.jpg
ulmage	Coffee_Bgr.png
Other Products	3_medium_roast.jpg
Video 1	coffee_movie.mp4
Discount	10
Color	m n n 11
Machi	AK-2000Black.jpg
Seria	
URL	

The text color will vary according to the data of the Style field.

#### 8. To tag a graphic layer with graphic data fields:

- Select the image, video or audio layer to which you wish to apply variability.
- On the uMerge Video panel, click the **Edit tag**  icon.



- From the **Select graphic tag** list, select the graphic tag to which you wish to associate your layer.
- If you wish to apply copy fitting, display the record that represents the size you wish to maintain for all other records (e.g. a 300px x 500px rectangle), and then select **Copy Fitting**. All records will maintain the same rectangle size.
- Click **Save**.

## Rendering

Two rendering options are available:


- **Local rendering:** Creation of individual movies one by one. These movies are created and saved locally.
- **Deployment:** This is the preferred option. It allows quick rendering of multiple movies, hosted on AWS cloud.

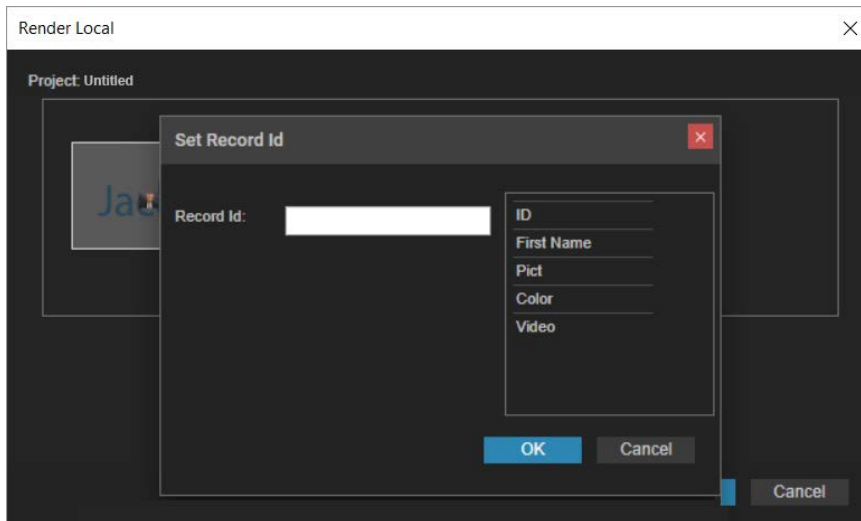
Rendering is performed using the Adobe Media Encoder application.

### Local rendering

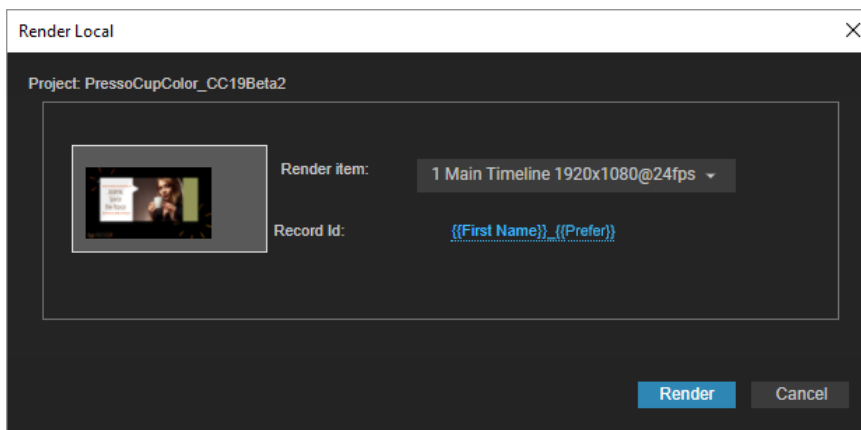
You may render a single full movie locally. This is mainly for testing purposes or when you wish to produce a very small number of movies without uploading them to the cloud.

#### To perform local rendering:

1. Open your project in After Effects.
2. From the **Options**  menu, select **Render Locally**.  
The **Render Local** window opens with the **Set Record Id** popup above.



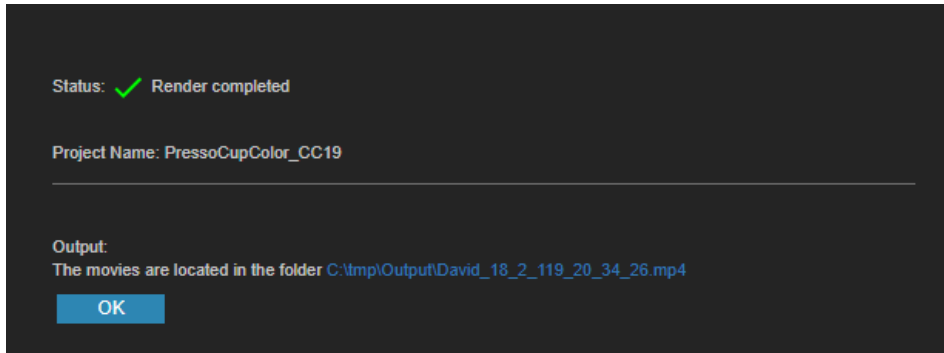
3. In the **Record Id** field, compose the variability of the name of the final movie; e.g. `{{First Name}}_{{Prefer}}`, and click **OK**.
4. From the **Render item** list, select the composition you wish to render.





### 5. Click **Render**.


Once rendering has ended, you can access the rendered movie.



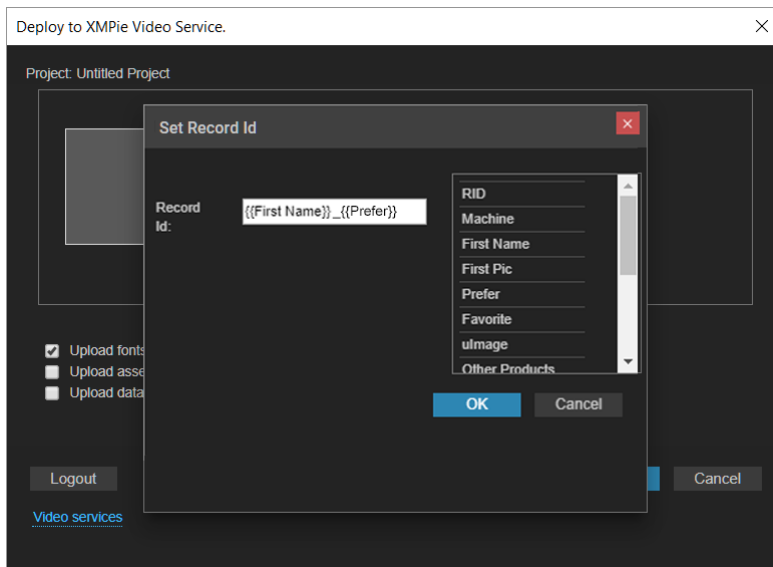
## Deployment

Use the **XMPie Video Service (XVS)** when you wish to render multiple movies. In order to use the service, you must first log on to it.

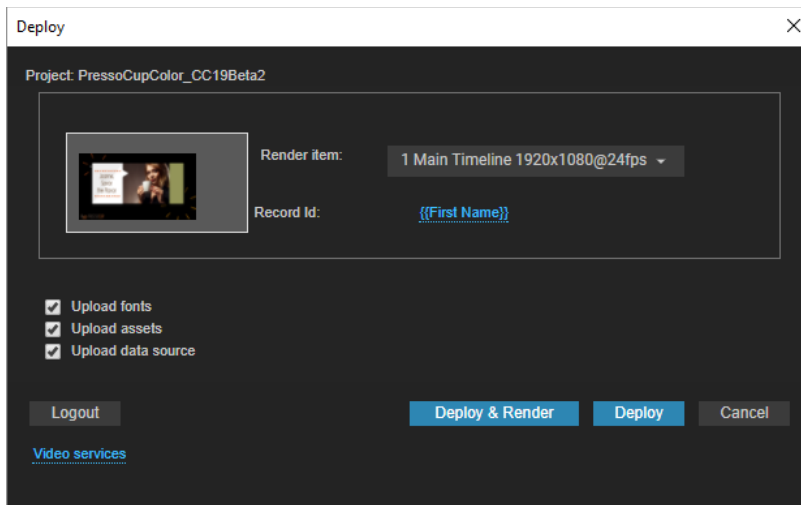
### To perform XVS rendering:

1. Open your project in After Effects.
2. From the **Options**  menu, select **Deploy**.
3. Log in to the XMPie Video Service.

The **Deploy to XMPie Video Service** window opens with the **Set Record Id** popup above.



4. In the **Record Id** field, compose the variability of the name of the final movie; e.g. {{First Name}}\_{{Prefer}}, and click **OK**.
5. From the **Render item** list, select the composition you wish to render.



6. Select any of the following parameters:

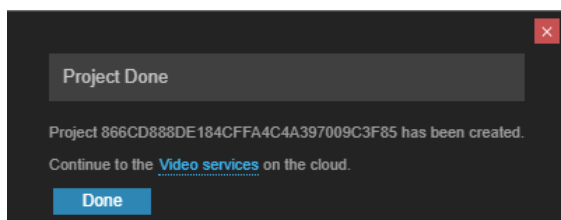
- **Upload fonts** – To use the project fonts in the final video, copy all fonts used by the project to the following folder:
  - Windows - C:\Program Files\Common Files\Adobe\Fonts\XMPUMerge Video
  - Mac - /Library/Application Support/Adobe/Fonts/XMPUMerge Video
- **Upload assets** – Uploads only the assets represented by the graphic fields in the current data source.
- **Upload data source** – Uploads the current data source.

7. Click the **Deploy** or **Deploy & Render** button as follows:

- Use **Deploy** to upload the project, its resources and optionally the assets and data source to the XVS service.
- Use **Deploy & Render** to additionally trigger rendering of the project according to the uploaded data source. This option is available only if the **Upload fonts**, **Upload assets** and **Upload data source** checkboxes are selected.

At this point deployment or deployment and rendering takes place in the background. You can quit After Effects and continue with any other work that you may have.

Once the process has ended, a status window appears, providing you a link to the XVS dashboard.



- If you've only deployed the project, go to the dashboard, upload the required materials and then render.
- If you deployed and rendered, the rendering process may still be taking place. Go to the dashboard to see the rendered movies.

# Service Management

The XMPie Video Service comes with a web management application known as **XVS Dashboard**, which enables you to render movies, view your projects and rendered movies, and delete projects.

Log in to the Dashboard at <http://prod.xmpvs.com/>

## View projects

You may view the various projects that have been rendered to the service.

Project	Name	Status	Last Modified	Messages
	Sanity_Check3_AAC (3) 74F1E6C9865745D781F6198B92346885	Completed	Tue, 29 Oct 2019 09:33:42 GMT	
	Pressocup_Dynamic_005 (4) 58B0288D80364ECA91CCDF04F8CD6CAC	Completed	Thu, 24 Oct 2019 15:33:13 GMT	
	Unique Travel (7) 3150E54914144716AF8C4BF80EFF2DCE	Completed	Thu, 24 Oct 2019 05:29:28 GMT	

For each project, click the icon to view the relevant snippet which can be used to insert a link to the complete personalized video in your HTML page or email:

**Project: Sanity\_Check3\_AAC**

**Personalized video URL**

Use the following link to display the personalized video. You can insert the link in an email, SMS, etc. Make sure to change the {Record\_ID} to the required record ID.

[https://videos.xmpvs.com/XMPPreSales/74F1E6C9865745D781F6198B92346885/{RECORD\\_ID}](https://videos.xmpvs.com/XMPPreSales/74F1E6C9865745D781F6198B92346885/{RECORD_ID})

**Personalized video HTML snippet**

Copy and paste the Script section of the snippet into the Head section of your personalized HTML page, and the Body content into the Body section. When browsing to the personalized HTML page, you must supply the rid={record\_ID} in the query string. For example: [http://.....html?rid=Harry\\_Miller](http://.....html?rid=Harry_Miller). Otherwise, provide a default record ID within the script section.

Note that certain functions in this snippet, such as URLSearchParams, may not be compatible with all browsers.

```

<!DOCTYPE html>
<html>
<head>
<meta charset="utf-8">
<title>Test</title>
<script>
// Copy and paste this section into the Head section of your personalized HTML page
const xmpVideosOnDemandDomain = "https://videos.xmpvs.com";
const userId = "XMPPreSales"; // User ID
const projectId = "74F1E6C9865745D781F6198B92346885"; // Project ID
const defaultRecordId = "DEFAULT RECORD ID"; // IMPORTANT: Set your default record ID here.

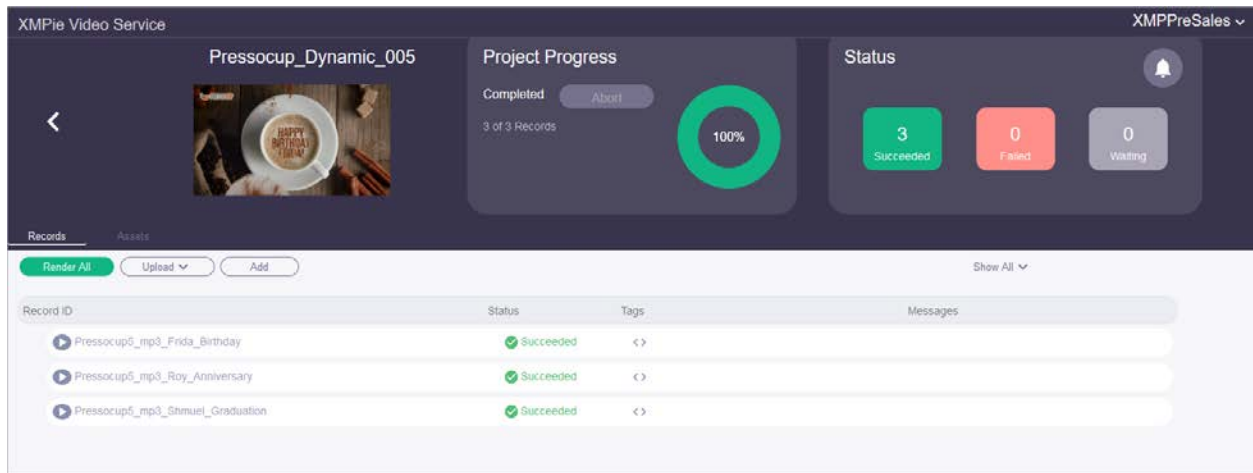
var recordId = new URLSearchParams(window.location.search).get('rid'); /* Gets the record ID from the URL */
if (!recordId) // If no record ID has been supplied in the URL, the default record ID will be used.
  recordId = defaultRecordId;

var url = xmpVideosOnDemandDomain + "/" + userId + "/" + projectId + "/" + recordId; // The video URL
document.addEventListener('DOMContentLoaded', (event) => {
  document.getElementById('myVideo').src =

```

## View movies

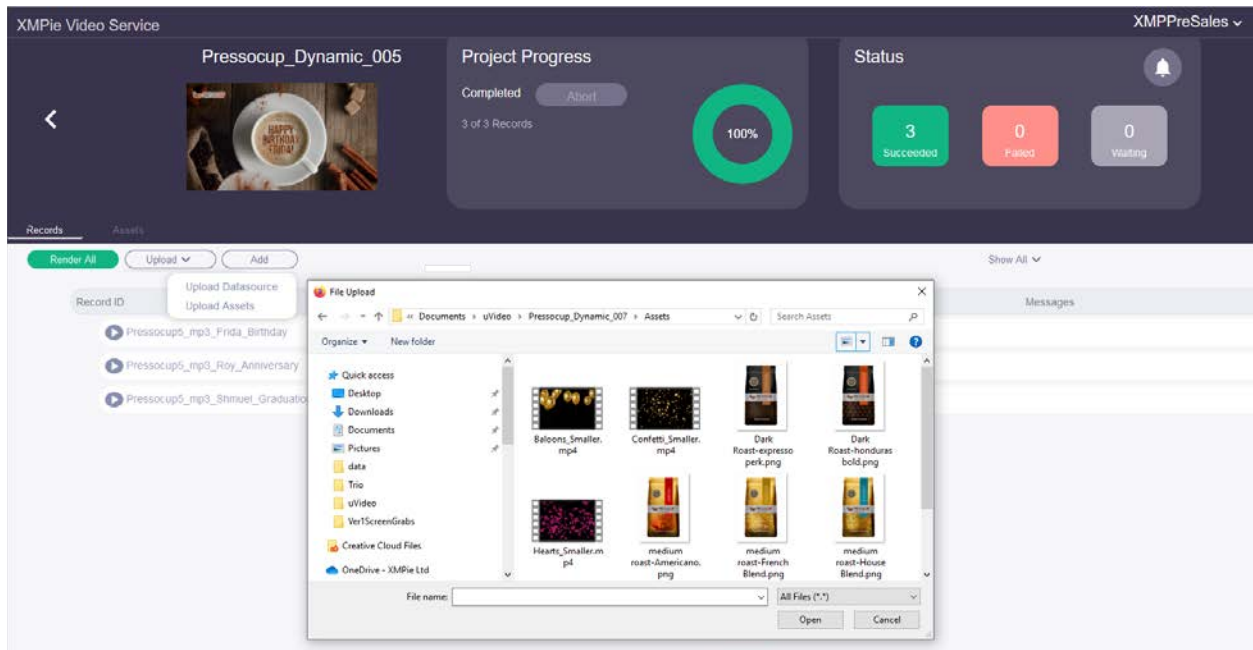
Click a project to view its movies, and then select the movie you wish to run.



## Render movies

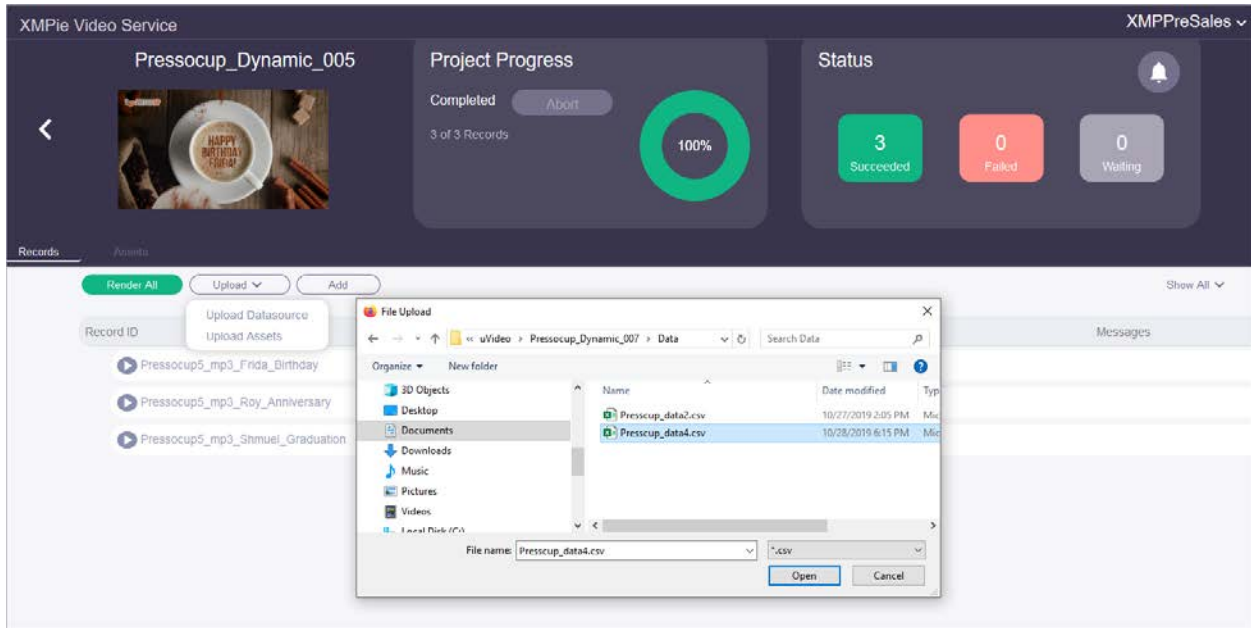
After a project is deployed, you can render it from the Dashboard to create more movies.

You may first need to upload the relevant assets. Simply click **Upload > Upload Assets** and select the necessary assets.



After the upload, you may review the assets in the the **Assets** tab.

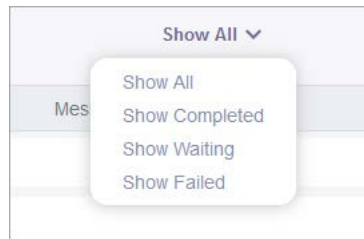
You may also add recipients that you wish to render. Simply click **Upload > Upload Datasource**, select the relevant data source and click **Render**.



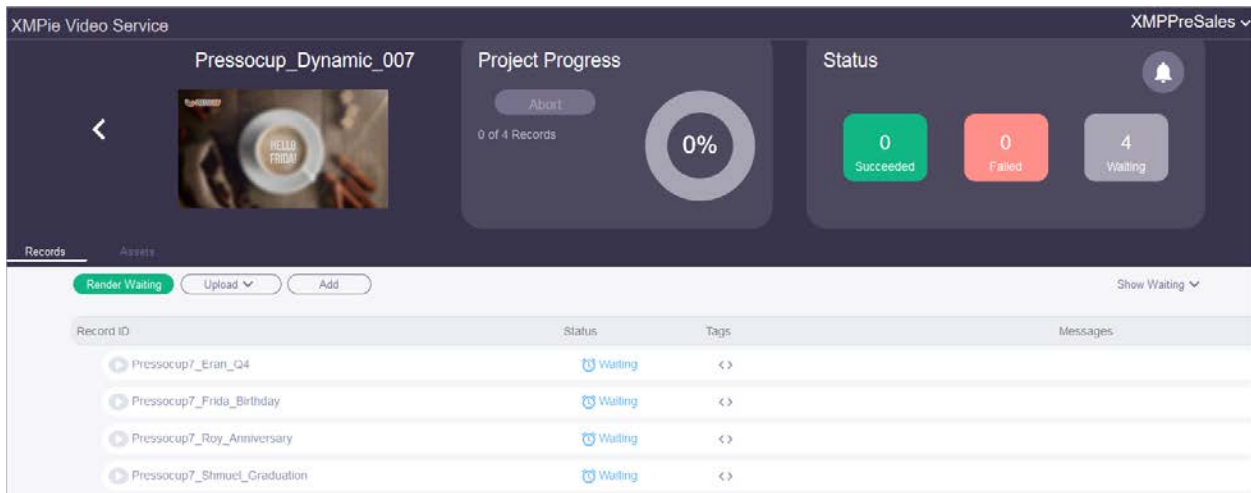
## Show options

You may filter the list of movies to view

- All movies
- Completed movies
- Movies waiting to be rendered
- Movies that failed to render



Once selected, you can render the filtered movies. For example, render all movies waiting to be rendered, as can be seen in the following example:



## On Demand video render

If you wish to render a video for an additional recipient, you may use this option.

- Click the **Add** button and fill in the form.

**Add Record**

Recipient Name

Sender Name

Event

Sender Free Text

Event Footage

Coffee Brand Name

Coffee Brand Image

- Click **Add** to add a record to be rendered later, or **Add & Render** to start rendering now.

## Delete projects

Unused projects may be deleted by clicking the bin icon.

The screenshot shows the XMPie Video Service interface. At the top, it says 'XMPie Video Service' and 'HWPR'. Below is a table with columns: Project, Name, Status, Last Modified, and Messages. The table contains several rows of project data. A modal dialog box is open over the table, titled 'Delete project'. The dialog asks 'Are you sure you want to delete the project CI-XMPie3\_B2\_forDeploy?' and provides the project ID '8F38C6FCE03540F68100FECCF9262780'. It also asks to 'Type the id of the project to confirm:' and shows the project ID '8F38C6FCE03540F68100FECCF9262780' in a text input field. There are 'CANCEL' and 'OK' buttons at the bottom of the dialog.

Project	Name	Status	Last Modified	Messages
	PressoCupColor_CC19Beta2 (5) A7E229C376847EAD21FBA969A4A218	Completed	Thu, 11 Apr 2019 14:11:02 GMT	
	CI-XMPie3_B2_forDeploy (2) 8F38C6FCE03540F68100FECCF9262780	Completed	Thu, 11 Apr 2019 11:19:13 GMT	
	PressoCupColor_CC19Beta2 (5) 9A25103889A2468998E19871A101F1C	Completed	Thu, 11 Apr 2019 08:13:01 GMT	
	PressoCupColor_CC19Beta2 (4) 83D91C8B89A40E5A8A83931F1EFCDE	Completed	54:48 GMT	
	Casino-For-Demo (7) 83A48828DE4E239C216A4A8611F16	Completed	58:35 GMT	
	PressoCupColor_CC19Beta2 (8) 979217407044910F4E098EE3138E3	Completed	1:06:24 GMT	