INTEGRATION BRIEF

Mediaflex + Adobe Media Encoder

Direct, orchestrated encoding from Premiere Pro

A single-click, API driven integration that connects Adobe Premiere Pro, Adobe Media Encoder and the Mediaflex MAM, delivering faster turnaround, consistent outputs and enterprise-grade control.

Core Editorial Use Cases

Automated proxy generation

Lightweight editing copies are created on ingest, with no manual transcoding.

Multi format delivery in one click

Preset templates produce broadcast, web and social outputs together.

Remote and background rendering

Heavy exports are offloaded from Premiere to local or remote AME servers.

Integrated publish to MAM

Final outputs are ingested automatically, complete with metadata.

Traditional vs Automated Workflow

Traditional approaches rely on manual exports, watch folders, and **disconnected** steps with **limited feedback**



Mediaflex orchestration uses **direct AME APIs** for **automated** submission, monitoring, and ingestion.



Mediaflex **reduces errors** through controlled presets, automated naming, and metadata continuity.



Orchestrated workflows offer **higher scalability** by routing jobs across multiple AME instances or render servers.



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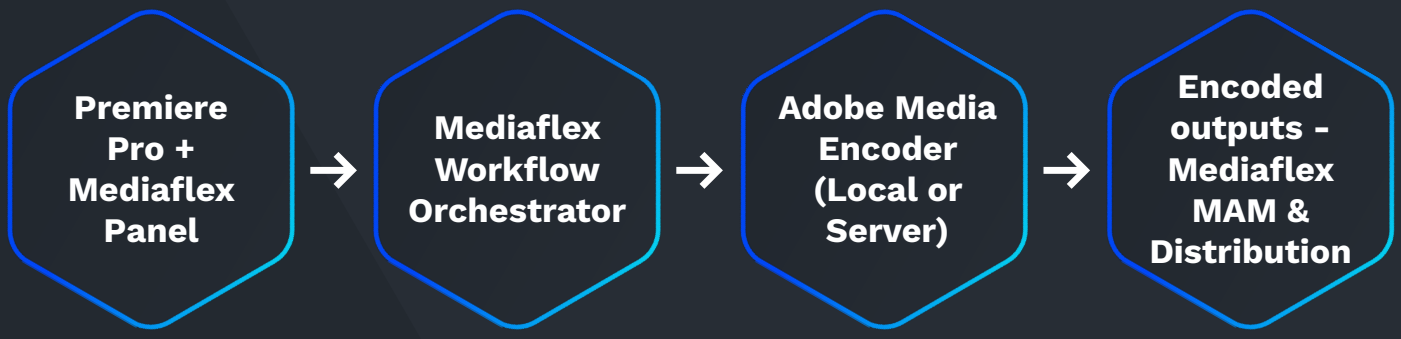
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TransMedia Dynamics

How the integration works



Technical Integration Highlights

In-Premiere Trigger
Editors initiate export or publish directly from the Mediaflex panel in Premiere Pro.

Live Monitoring & Events
Progress, completion, and error events are captured for reliable orchestration.

Direct AME API Submission
Mediaflex submits jobs via Adobe-supported APIs, replacing watch-folder polling

Automated Ingest & Lifecycle
Outputs are registered in the MAM and routed to distribution, playout, or archive.

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Value & Business Impact

Faster turnaround by eliminating manual exports, watch folders, and file handling

Consistent quality & compliance through centrally managed presets and naming rules.

Parallel productivity as editors continue working while encodes run in the background.

Seamless user experience fully embedded inside Premiere Pro.

Centralised visibility with real-time job status, error alerts, and auditability.

Operational Outcomes

1

Single-click export & publish action

0

Manual file moves or watch folders

100%

Preset-driven, standardised outputs

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