

APE AI - Assisted Production System



Closed-Loop Workflow with Modular Collaboration

Flexible Architecture with Easy Expansion

Intelligent Assistance for Efficient Production

Professional Tools for Precise Empowerment

APE AI-Assisted Production System

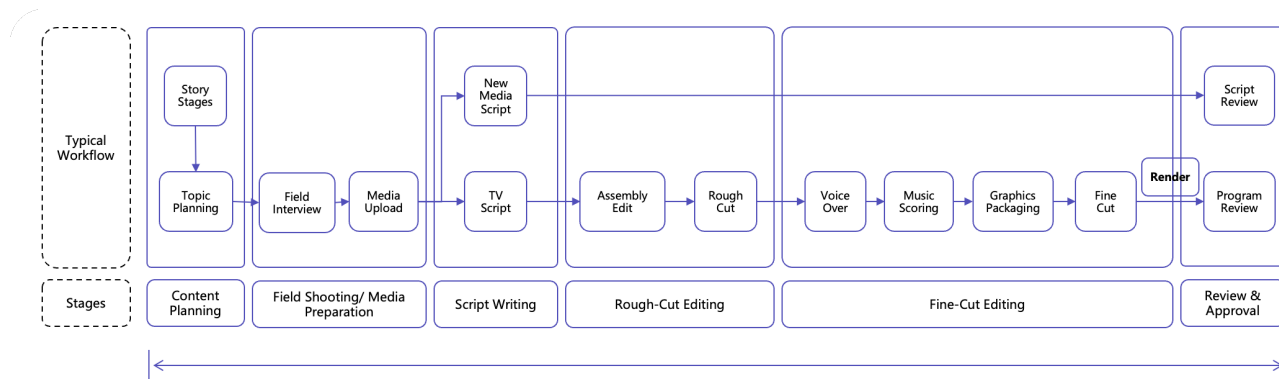
☆ Product Overview

AI-native, end-to-end intelligent media production platform

APE 2.0 is an AI-native, end-to-end intelligent media production platform covering the full content production workflow. Built on a modular intelligent engine architecture and a closed-loop workflow design, it deeply integrates Sobey Mingmou multimodal understanding capabilities with the DeepSeek model, covering all key stages from creative planning to final program output and enabling seamless “0-to-1” content production.

Through deep collaboration with large language models, APE 2.0 significantly improves creative efficiency and makes creative ideas easier to realize. It helps media organizations and content creators efficiently produce high-quality content and opens up a new paradigm for intelligent content creation.

APE 2.0 covers core production workflows including content planning, field shooting, media preparation, script writing, rough-cut editing, and fine-cut editing. It provides end-to-end AI-assisted production support for reporters, editors, camera operators, voice-over artists, post-production staff, and reviewers.

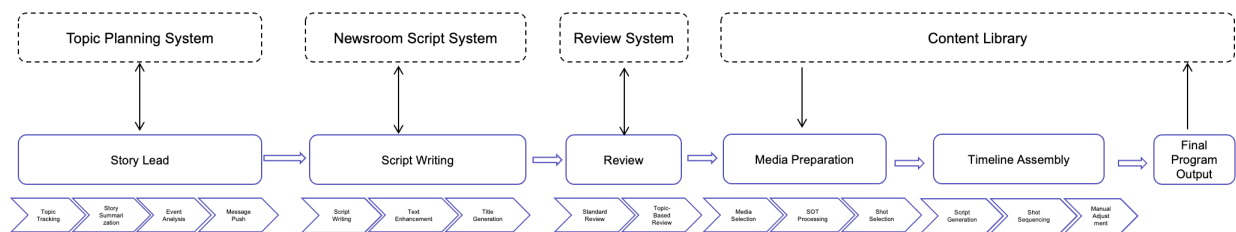


Full Production Workflow Coverage

Scenarios

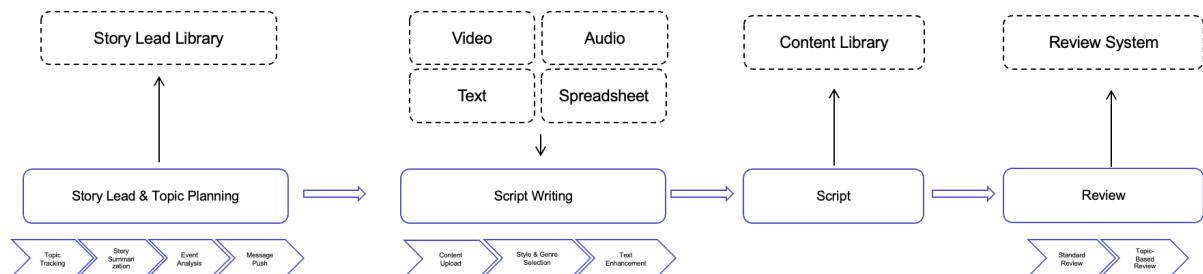
1. News Production

- Topic planning is carried out through story lead analysis, combined with script writing and editorial review to prepare production-ready news scripts. Media preparation tools are integrated for asset organization and selection. Finally, timeline assembly, rendering, and export are performed to produce high-quality finished news programs.



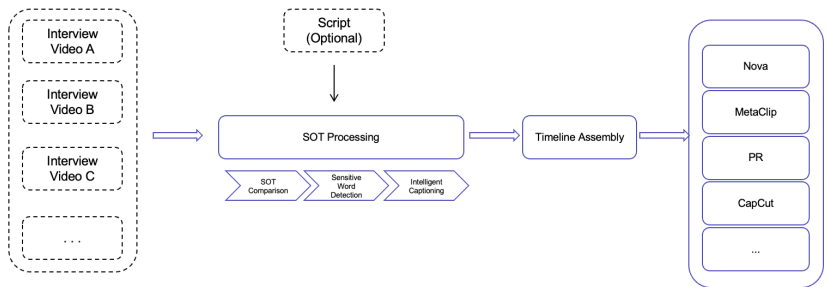
2. News Script Writing

- Story leads are summarized and analyzed, then combined with script writing capabilities to generate news scripts that meet the requirements of news creators. Traditional proofreading and topic-based review are then applied to ensure the quality of the generated scripts.



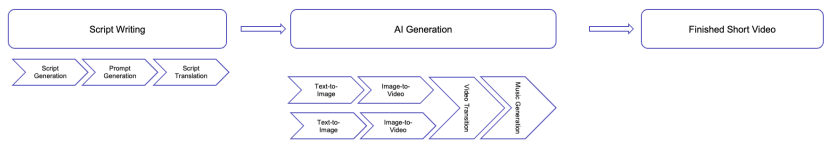
3. SOT Editing

- Interview footage and scripts are intelligently analyzed for SOT processing. The system automatically identifies and assembles matching sound bites, sends them to the timeline for assembly, and enables one-click handoff to the finishing NLE system for further refinement.



4. AIGC Short Video Production

- Script generation, prompt generation, and copy translation are supported through intelligent writing tools. Node-based workflow orchestration enables intelligent generation of video, music, and other production assets, allowing users to rapidly create finished short-form content.



5. More Scenarios

- In addition to typical production scenarios, APE 2.0 offers flexible configuration and expansion support, allowing users to quickly build new business scenarios through customized operations.

Hot topic planning	Documentary planning	New media article creation	Meeting Summary	Press Release Review
Translation of Manuscripts	commercial	News program editing and broadcasting	Special Program Production	...

✓ Product Advantages

Closed-Loop Workflow with Modular Collaboration

- **Full Production Process Coverage:** From topic planning to final output, this system covers all aspects of content production, helping users achieve efficient and high-quality content production.
- **Full Intelligent Capability Coverage:** Combining DeepSeek and the multimodal understanding capabilities of the Mingmo model, this system achieves full-modality, full-process intelligent capability coverage.
- **One-Stop Creation Experience:** By integrating multi-module capabilities, this system provides a one-stop content production solution, significantly improving content creation efficiency and quality.

Flexible Architecture with Easy Expansion

- **Modular Combination:** Adopts a loosely coupled modular design to achieve a highly flexible and scalable system architecture. Modules can be used independently or combined on demand to meet the needs of diverse production scenarios.
- **Standardized Interfaces:** Provides standardized data interfaces for convenient integration with existing systems and production networks.
- **Third-Party Integration:** Integration with third-party intelligent capabilities, enabling users to access the latest AI capabilities at any time, such as DeepSeek, while also supporting integration with existing user-side capabilities.

Intelligent Assistance for Higher Production Efficiency

- **Multimodal Intelligent Understanding:** Powered by Mingmou and DeepSeek models, the system builds a powerful multimodal intelligent engine to provide comprehensive support for content production.
- **Full-Modal Intelligent Generation:** Provides full-modal AIGC capabilities including digital human generation, image generation, video generation, music generation, and broadcast graphics packaging.
- **End-to-End Intelligent Assistance:** Provides intelligent assistance and optimization across the complete APE production workflow.

Professional Technologies for Precise Empowerment

- **Frame-Level Intelligent Tagging:** AI-based frame-level content analysis enables precise media retrieval and matching.
- **Professional Editing Algorithms:** Built-in professional shot sequencing rules and A/B Roll timeline logic help ensure the quality of finished programs.
- **Media Industry Adaptation:** Provides intelligent modules with media-oriented features that meet the needs of media creators. Leveraging Sobey's deep technical expertise in the media industry, the system is comprehensively adapted for media production workflows.



Key Features

AI-Assisted Production System

Script Writing

Story Leads	• Preset agents for story lead analysis, hot-topic tracking, event summarization, and other scenarios.
	• Integration with search engines and local story lead databases for story lead aggregation.
	• Scheduled pushing of agent information to the topic planning system.
	• Manually triggering agent information push to the topic planning system.
	• Custom agent configuration, allowing users to freely configure the information to be collected by the agent and the scheduled delivery time.
	• Viewing the latest agent push time, modifying agent configurations, and adjusting scheduled delivery settings.
	• Launching the AI Assistant to collect, summarize, and send story lead information to the topic planning system through the assistant chat interface.
Writing	• Multiple input formats, including video, audio, text, and shooting logs.
	• Further editing of scripts and ASR analysis results.
	• Genre settings for generated content, such as news reports, meeting summaries, and interviews.
	• Style settings for generated content, such as formal, professional, and humorous.
	• Intelligent text enhancement capabilities, including rewriting, expansion, shortening, polishing, extraction, and translation.
	• Integration with newsroom script systems and existing production workflows.
Review	• Initiating review tasks using scripts from local storage, the media library, or the script library.
	• Text style review and topic-based review to ensure that generated content aligns with the original creative purpose and intent.
	• Traditional proofreading, including typo correction, grammar checking, punctuation checking, and sensitive word detection.
	• Integration with review systems for seamless connection with review workflows.

AI-Assisted Production System

Media Preparation

Media Analysis	• Media planning using scripts from local storage, the media library, or the script library.
	• Automatic script segmentation.
	• Full-library content analysis for each script segment, automatically identifying existing and usable assets, footage requiring field shooting, and assets requiring AIGC generation. Corresponding descriptions are provided to help camera operators clearly understand the missing content.
	• Integration with the media asset library, allowing selected usable assets to be added to the staging bin.
SOT Processing	• Initiating SOT verification using scripts from local storage, the media library, or the script library.
	• Automatically matches corresponding SOT footage based on script content.
	• Automatic ASR generation from audio files selected from the media library or local storage.
	• Translation of selected audio files.
	• Generating SOT scripts from scripts.
	• Automatically matching SOT footage based on SOT scripts.
Shot Recommendation	• Initiating shot recommendation using scripts from local storage, the media library, or the script library.
	• Automatic generation of tag information from scripts, such as background, on-screen people, and objects.
	• Intelligent matching across the entire media library based on tags generated from script analysis, automatically identifying shots match the current script.
	• Built-in intelligent filtering of unusable shots to reduce interference from invalid footage.
	• Adding recommended assets to the staging bin.
	• Adding recommended assets to the storyboard.
	• Exporting storyboard assets directly to the NLE system in the arranged order.

AI-Assisted Production System

Intelligent Generation

AI Generation	• Integration with third-party image generation services or locally deployed image generation models.
	• Text-to-image generation by entering prompts and selecting aspect ratios.
	• Integration with third-party video generation services.
	• Text-to-video and image-to-video generation modes by entering prompts and setting reference images.
	• Integration with third-party music generation services for text-to-music generation.
	• Integration with third-party voice-over generation services or locally deployed voice synthesis models.
	• Creating ComfyUI workflow environments, selecting base images, and uploading workflow files.

Content Assembly

Timeline	• Flexible timeline assembly, editing, rendering, and export directly using assets from the media library and staging bin.
	• Generating corresponding video scripts based on selectable script styles, such as news, meetings, and interviews.
	• Content recommendation based on scripts, with recommendation ranges configurable by the user.
	• Building different script structures based on video styles, such as news, meetings, and interviews.
	• Modifying recommendation conditions and running shot recommendation again after shot recommendation results are generated.
	• Automatic voice-over generation based on script content.
	• Automatic caption/subtitle generation for videos.
	• Automatic B-Roll matching based on SOT content.
	• Editing in different aspect ratios, including 16:9, 9:16, and 1:1.