

# Dynamic Media Classic

## Top 10 Hidden Abilities

You've been using Dynamic Media Classic as a key part of your workflow and delivery strategy but are you aware of some of the advanced power user abilities?

We gathered some of the lesser known abilities that you can easily use now to supercharge all your experiences.

1. [Advanced Image Presets](#)

Ability to layer objects (overlay, visible watermark), 'Stack' parameters by using more than one preset, call templates (edited)

2. [Adaptive Video Sets](#)

Flexible encoding options, ensure right quality for right screen, automatically optimized for bandwidth. [How-to video](#).

3. [HTTP/2](#)

Faster transfer of information, reduces the amount of processing power, speed increase of ~7 to 28% (imagery), viewer load time ~15% performance increase

4. [Smart Imaging](#)

Automatically detects device type, dramatically minimize image file size by up to 50% upon delivery, no loss in visual fidelity, ensuring smooth, quick loading experiences that drive conversion

5. [Experience Viewers](#)

Automatically adjust for all screen sizes, sense desktop or swipe actions, fully customizable look/feel and behaviors. [Viewer library demos](#).

6. [Viewer Overlays](#)

Easily add logos or type over video, drive conversion and interactivity, control placement and transparency. [How-to video](#).

7. [Responsive Design Library](#)

Define unlimited breakpoints for devices, assure experiences display as designed, detects high-def screens and upsizes imagery, simple, light weight java library. [How-to video](#).

8. [Rulesets](#)

Rewrite URLs for brand consistency, SEO friendly URLs, show an image for a 404 error, metadata driven actions. [How-to video](#).

9. [Brand Control](#)






Rewrite Visible watermarking, Non-Visible watermarking via Digimarc, automatic Web crawling to spot violations, dashboard tracking & reporting. [Digimarc information](#), [Photoshop Plugin](#).

10. [Hotlinking](#)

Domain referral filter, prevents URL access from blocked domains, complimentary to Brand Control watermarking

## Beyond product innovation: Transform the customer journey

Adobe is committed to developing industry-leading solutions. We also offer essential resources to help you transform your entire organization to deliver better digital experiences. Here are some key resources to help you lead and succeed.

 SERVICES	 COMMUNITY	 INSIGHTS	 ORGANIZATIONAL SKILLS	 GUIDANCE
400+ certified implementation partners	Industry-leading engagement (IMMERSE, Summit, and regional user groups)	Adobe Sensei AI and machine-learning innovations focused on experiences, 100 trillion transactions/year	Most extensive digital learning services, offering over 100 courses	Digital maturity assessment and prescriptive guidance for success

## About Adobe Experience Manager

Adobe Experience Manager allows marketers and developers to create, manage, and deliver customer-facing digital experiences across every channel—web, mobile, social, video, in-store, and IoT. The solution spans digital experience management including web and mobile, digital asset management, social communities, and forms and documents. Adobe Experience Manager integrates with other Adobe solutions, allowing businesses to use data insights to deliver targeted content to identified segments and transform content into engaging, personalized experiences—optimizing customer engagement and lead generation and accelerating revenue.

## For more information

[www.adobe.com/go/aem](http://www.adobe.com/go/aem)



Adobe, the Adobe logo, and Acrobat are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2019 Adobe Systems Incorporated. All rights reserved.