

The background of the image is a dark blue surface covered with numerous 3D cubes. Most of the cubes are dark blue and have a subtle blue glow on their edges. One cube, located in the lower right quadrant, is a lighter, more vibrant blue and stands out from the others.

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**AI CONTENT
CREATION:
STEPS TOWARDS
APPLICATIONS
IN THE FIELD**

AGENDA

A background graphic featuring a grid of 3D cubes. Most cubes are dark blue/black, but one cube in the lower right quadrant is a lighter, glowing cyan color, standing out from the others.

01 SoftServe

02 Humans collaborate with agents to create

03 Content Creator Solution built with NVIDIA AI Blueprints

04 Avery Products Partnership

05 Addressing challenges with new way of thinking



SPEAKERS



BOHDAN KHOMYCH

*Associate Director of R&D Products,
SoftServe, Inc.*



PHILLIP MCGEE

*Principal Technical Program Manager,
Avery Products Corporation*

SOFTSERVE AND NVIDIA

ELITE SERVICE DELIVERY PARTNER STATUS

150+

People experienced in NVIDIA stack and Professional Services as an Elite SDP

750+

Experts in BigData, AI/ML, Robotics, IoT, AR/VR and R&D



GLOBAL LAUNCH PARTNER FOR OMNIVERSE

Dedicated Omniverse Competency Team being deployed, capable of developing connectors, extensions, IsaacSim robotic simulation, CloudXR, and heavy focus around Digital Twins industrial solutions.

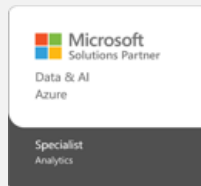


EXPERTISE IN USING GPUS IN THE CLOUD

1,200+

Cloud Experts

We have the highest level of partnerships with AWS, GCP, Azure and OCI.



NVIDIA OMNIVERSE EXPLORER GLOBAL LAUNCH PARTNER



NVIDIA AI ENTERPRISE SERVICE DELIVERY PARTNER



EMBEDDED EDGE COMPETENCY PARTNER



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nVIDIA.

CONTENT CREATOR

CONTENT FLOW

CONTENT R&D



Convert idea or sketch
into first product
design

PRODUCT DESIGN



Create your package
and product design

ASSET MANAGEMENT



Advanced search in
the list of digital
copy of SKUs

AGENTIC IMAGE STUDIO



Create high-quality and
brand-specific packshot
of SKU

AGENTIC MOVIE MAKER



Generate video
narration about the
product

CONTENT AUGMENTATION VS. AUTOMATION

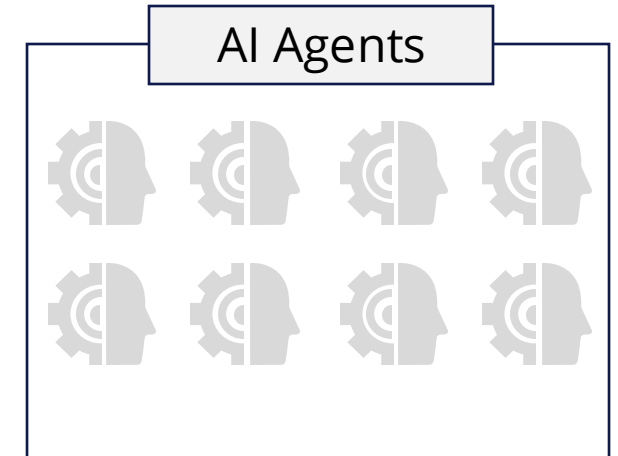
PAIRED PRODUCTION WITH AI ASSISTANTS

Working with content full-time



PRODUCTION WITH AI AGENTS

Working with content less frequently



NVIDIA – SOFTSERVE LAUNCH PARTNER FOR CONTENT CREATION



**SOFTSERVE GEN AI
INDUSTRIAL
ASSISTANT**



**SOFTSERVE
DIGITAL
CONCIERGE**



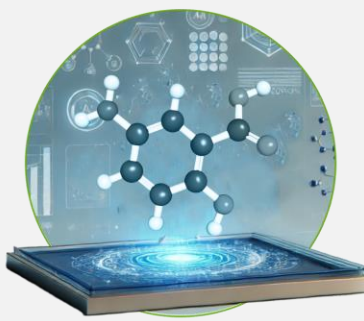
**SOFTSERVE
MULTIMODAL RAG
SYSTEM**



**SOFTSERVE
CONTENT CREATOR
SOLUTION**



**SOFTSERVE SPEECH
RECOGNITION
PLATFORM**



**SOFTSERVE GEN AI
DRUG DISCOVERY
SOLUTION**



**SOFTSERVE GEN AI
RETAIL SHOPPING
ASSISTANT**

**SOFTSERVE IS AMONG 5 GLOBAL
PARTNERS THAT LAUNCHED SOLUTIONS
BUILT WITH NVIDIA BLUEPRINTS**



**ONE OF THEM IS
"CONTENT CREATOR"**





SOFTSERVE CONTENT CREATOR SOLUTION

CREATED BY SOFTSERVE, BUILT WITH NVIDIA BLUEPRINTS

Focus on high-value tasks with automated content creation. Accelerated by Generative AI and built with NVIDIA AI Blueprints, SoftServe Content Creator generates top-notch creative assets quickly and securely. Unlike standard out-of-the-box tools, it combines a custom workflow with advanced retrieval techniques to tailor visuals for different platforms and demographics while maintaining brand consistency. It's perfect for teams looking to scale content production from research and development (R&D) to marketing.



FOCUS INDUSTRIES

RETAIL

MEDIA

ENTERTAINMENT

USE CASES

- Marketing content generation
- Content personalization and localization
- R&D design
- Asset management

NVIDIA AI ENTERPRISE TECH STACK



- ✓ NVIDIA NIM™ Stable Diffusion
- ✓ NVIDIA TAO
- ✓ NVIDIA NeMo™ Framework
- ✓ NVIDIA NIM Llama-3 70B
- ✓ NVIDIA NeMo Retriever Embedding Microservice

SOLUTION OUTCOMES & BENEFITS

TIME SAVINGS

90% Time reduction needed to produce, customize, and optimize creativities

INCREASED AGILITY

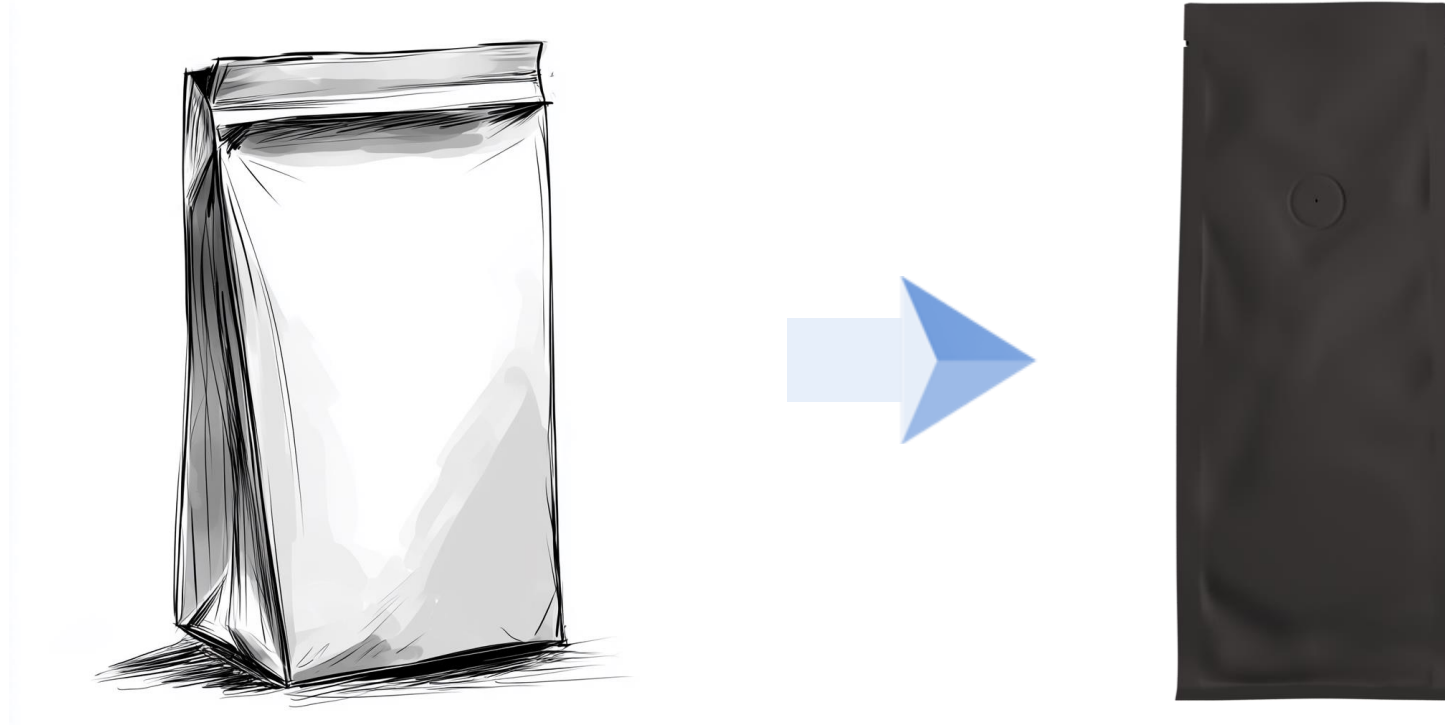
80% Faster adaptation to new tasks and requirements through rapid updates on brand data and guidelines

HIGHER REVENUE

15% Increase in conversion rates due to advanced personalization, localization, and A/B testing

- ✓ Reduce time-to-market with automated content creation
- ✓ Run more A/B tests to refine your marketing strategies
- ✓ Tailor creatives to reach wider audiences
- ✓ Ensure brand consistency for better recognition

R&D STAGE



PRODUCT DESIGN

Product Design

Enter a prompt to design a logo and print it out on a label to take home



Go to →

CONTENT CREATOR

HomeLabel DesignAdvertisementVideo

softserve | NVIDIA

Label generation

1Object

2Image

3Preview

Template *

Label #3

Reference

Upload an image

Brand Book

Clear

SoftServe Brand Policy

LOGO

BRAND NAME^{AI}

BRAND CREDO^{AI}

IN AI WE TRUST

Produced by SoftServe powered by NVIDIA Technology

Enter a descriptive prompt for your label *

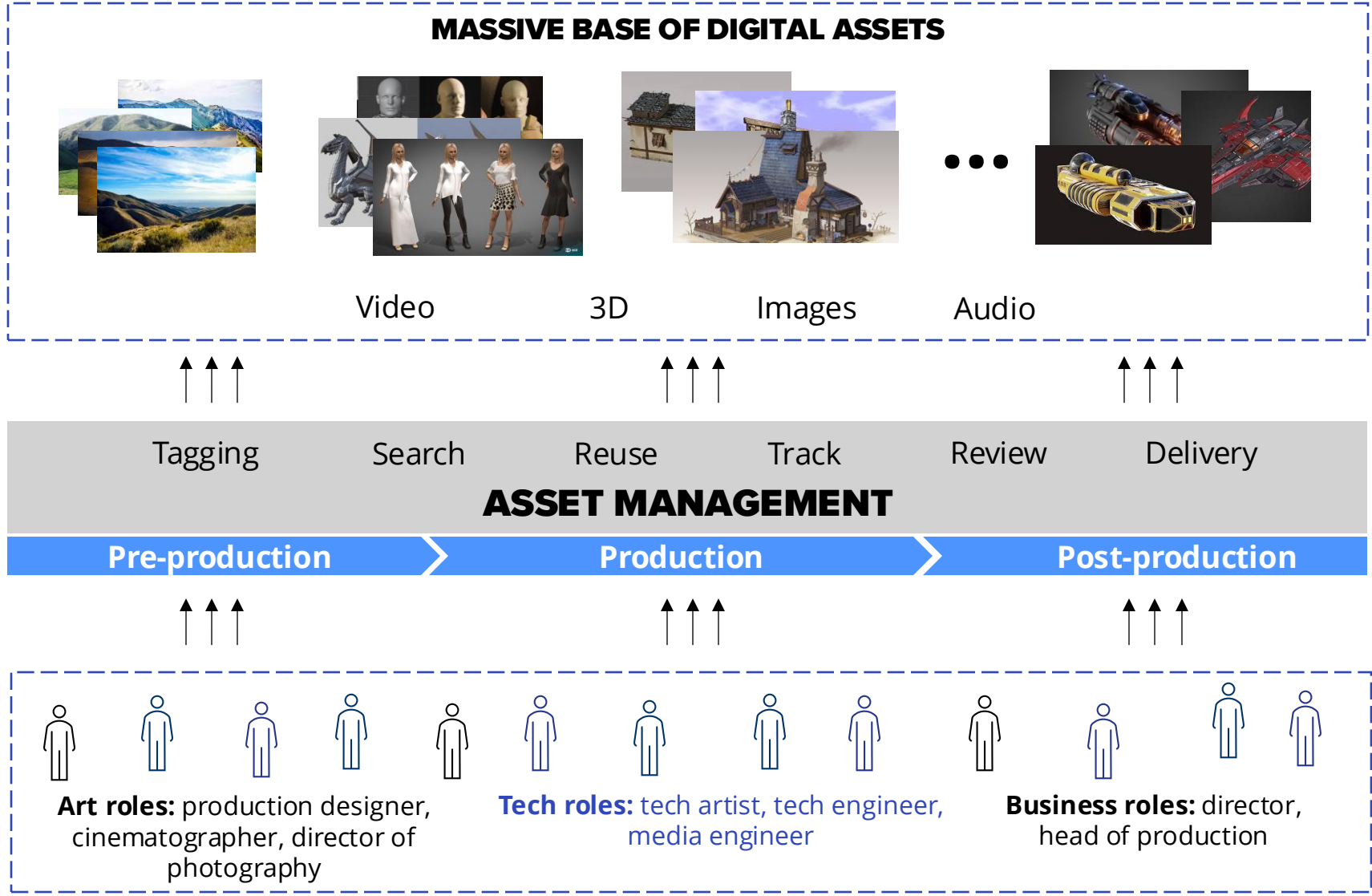
generate coffee

Clear

← Back

Next →

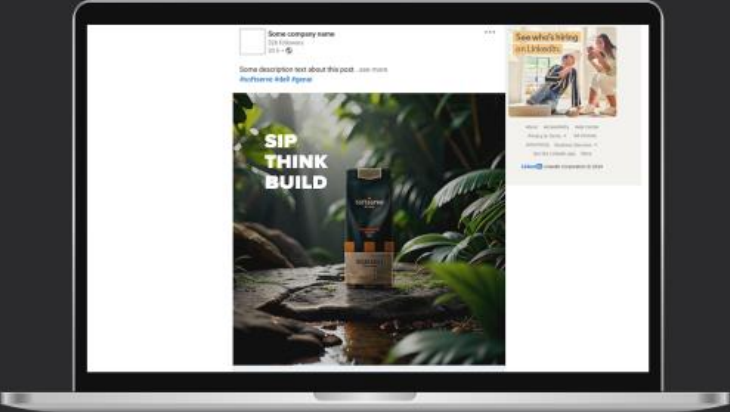
ADVANCED ASSET MANAGEMENT



AGENTIC IMAGE STUDIO

Advertisement

Create a 3D scene with precise lighting and realistic reflections using Agentic Image Studio



Go to →

CONTENT CREATOR

HomeLabel DesignAdvertisementVideo

softserve

nvidia


Agentic Image Studio

1Image

2Text

3Preview

Product *Clear



Model

Model 6

Placement *

LinkedIn square

PositionClear

Left

Right

Brand BookClear

Nvidia GTC

Target AudienceClear

Generation X

LinkedIn Square

Show info

Describe a scene to place your product in

Coffee package with the jungle in the background

Generate

Clear

← Back

Next →

VIDEO GENERATION FOR PRODUCT

Video

Generate a video with voice-over and audio effects using Agentic Movie Maker



Go to →



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CASE STUDY: VIDEO WORKFLOW IN PRODUCTION



BUSINESS CHALLENGE

Static property images lack emotional appeal and fail to showcase property potential, leading to low engagement and missed sales opportunities. Creating online tours or recording a video promo is costly, time-consuming, and inefficient as properties are completely empty.



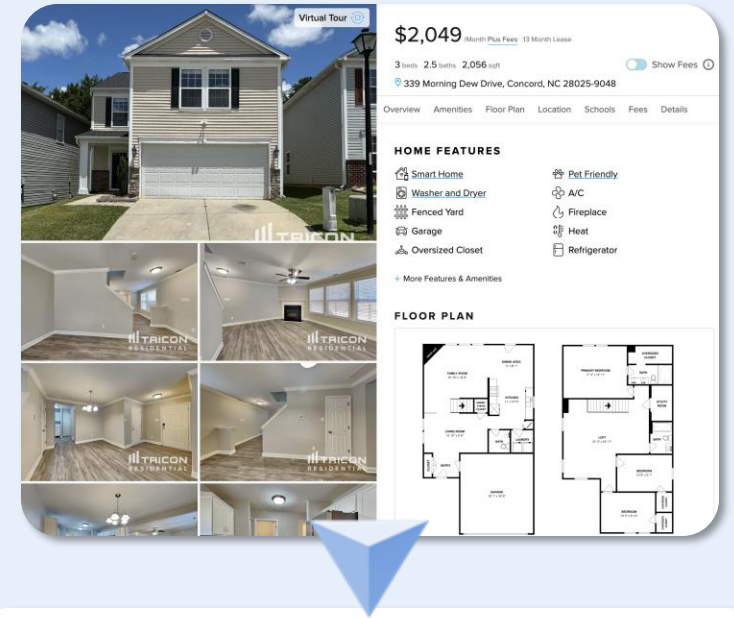
SOLUTION

Our solution processes property images and data, inpainting furniture, generating consistent characters, and transforming listings into dynamic video ads. The video is automatically aligned with natural-sounding personalized narration that matches property benefits and scene transitions. All while minimizing hallucinations.

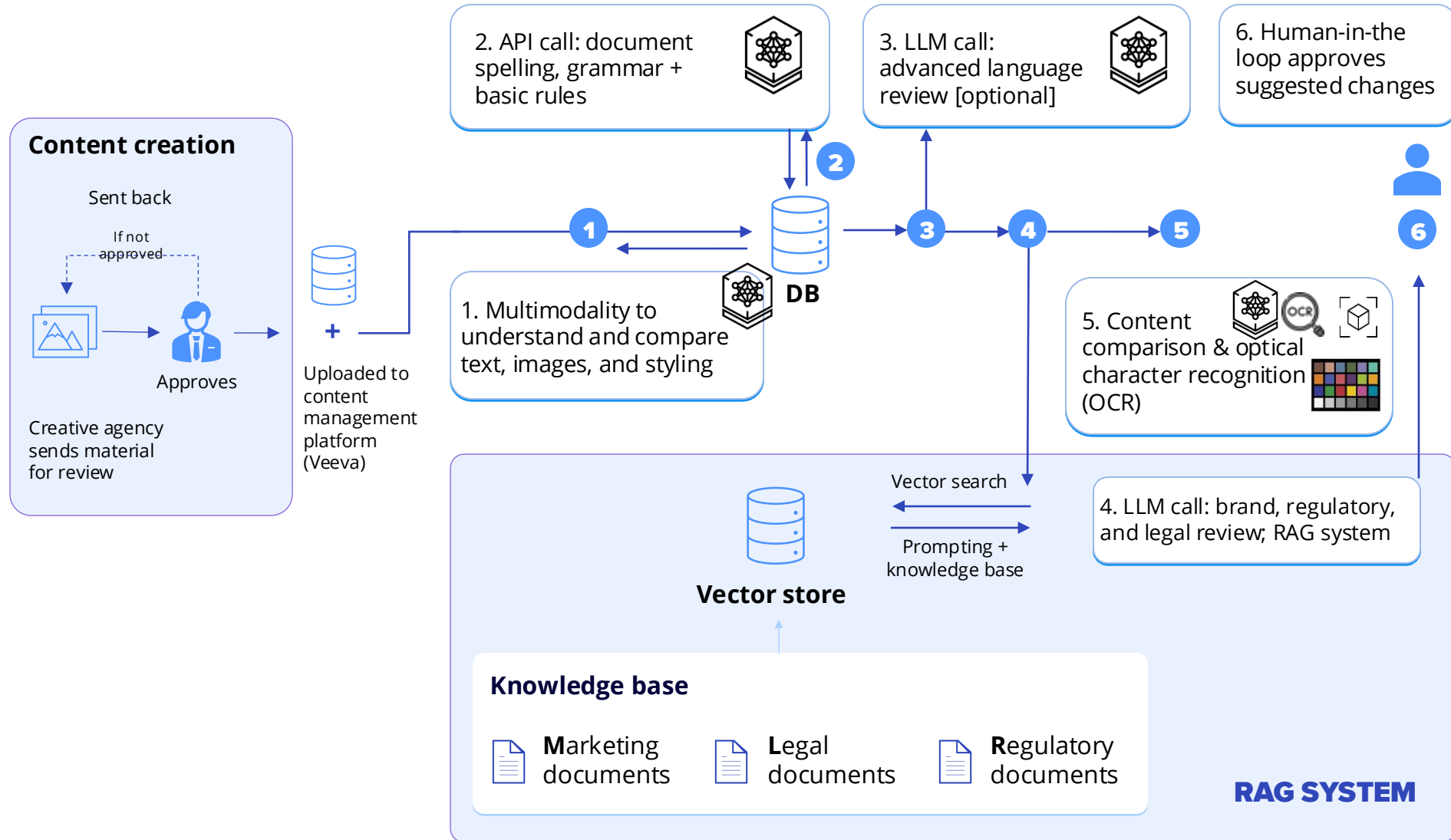


VALUE

Fully automated AI video generation pipeline cost per video generation: \$1.25–\$1.50



MARKETING COMPLIANCE



CONTENT CREATOR FOCUS

Product Design

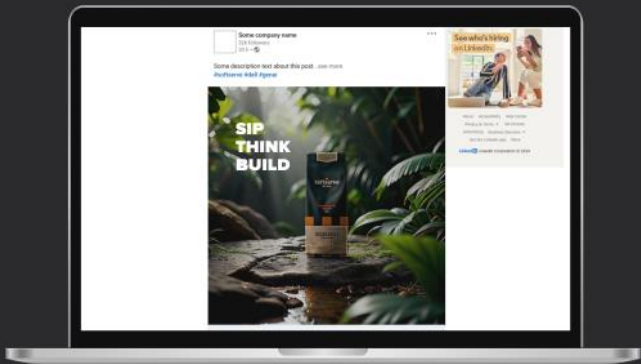
Enter a prompt to design a logo and print it out on a label to take home



Go to →

Advertisement

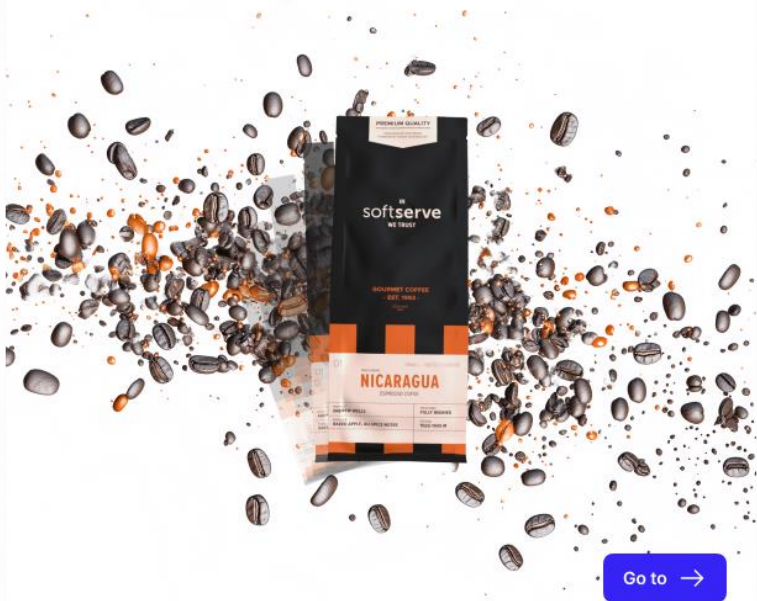
Create a 3D scene with precise lighting and realistic reflections using Agentic Image Studio



Go to →

Video

Generate a video with voice-over and audio effects using Agentic Movie Maker



Go to →

AVERY PRODUCTS

Avery stands as the global leader in labels and labelling solutions, with products found everywhere from Amazon to Walmart. Our solutions empower businesses in over 100 countries worldwide.

Beyond labels, Avery delivers specialized solutions for offices, events, and hospitality, offering both automated self-printing capabilities and precision high-end printing services to meet your exacting specifications.



EXPANDING THE FUTURE OF ONLINE LABELING DESIGN



EXPANDING OUR DIGITAL DESIGN SOLUTIONS

Online design and print customization revealed an untapped market opportunity. Advancing our business-ready platform became a technological imperative.



AVERY'S WEB-TO-PRINT JOURNEY

Avery Products engineered a scalable web-to-print platform - first in Europe (2008), then expanding to US markets (2014) with WePrint labels, cards, stickers, and roll-based products.



INTUITIVE DESIGN & PRINT INTERFACE

Developed an intuitive e-commerce website focused on a user-friendly experience.



AI-POWERED DESIGN INTELLIGENCE

Avery leverages NVIDIA AI Enterprise on AWS, transforming simple inputs through diffusion models into professional, print-ready designs that unlock anyone's creativity.



softserve



nvidia

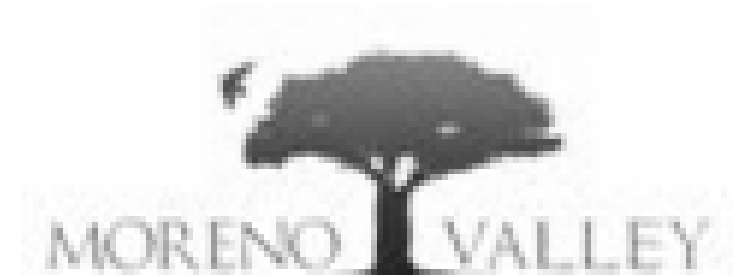
PROBLEMS TO ADDRESS

CONTENT RESOLUTION UPSCALING



BUSINESS CHALLENGE

Image quality drives major business costs - from wasted print resources to lost sales from poor product images. Our enterprise-ready Generative AI pipeline makes it effortless to transform low-quality images into stunning, high-resolution assets, revolutionizing how businesses deliver visual content.



SOLUTION

Our solution transforms low quality images into stunning high-resolution asset using simple API calls. Developers can enhance single photos or batch process with just a few lines of code, scaling effortlessly across cloud or on-premises infrastructure with intelligent error handling that ensures flawless results every time.



VALUE

- Rapid integration through standard APIs and flexible deployment options (cloud/on-prem)
- Production-optimized with automated error handling and batch processing capabilities
- Framework-agnostic solution supporting major ML libraries and existing pipelines
- Scalable architecture handling diverse image formats and high-volume processing
- Enterprise-ready with monitoring tools and version control support



LABEL DESIGN

DESCRIPTION

Business users with little or no design skills face productivity barriers creating premium product labels that stand out in the marketplace. Avery's mission: Transform simple text prompts into polished, attention-grabbing print-ready designs at scale.


Product: CAT FOOD

Name: MEOW MIX

Company: Pet Care

Footer: ADULT CAT FOOD

Logo:
*describe image you would like to see





Background:
*describe image you would like to see and pick colors

Browse x


Drop

cat footprints in various shapes and sizes






Pet:
*describe image you would like to see and pick colors




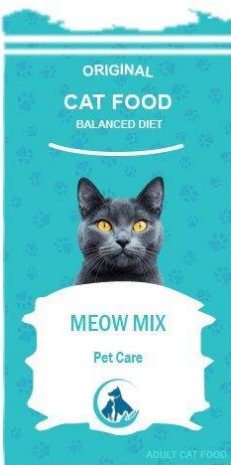
cat bust



PERSONALIZE

ORDER





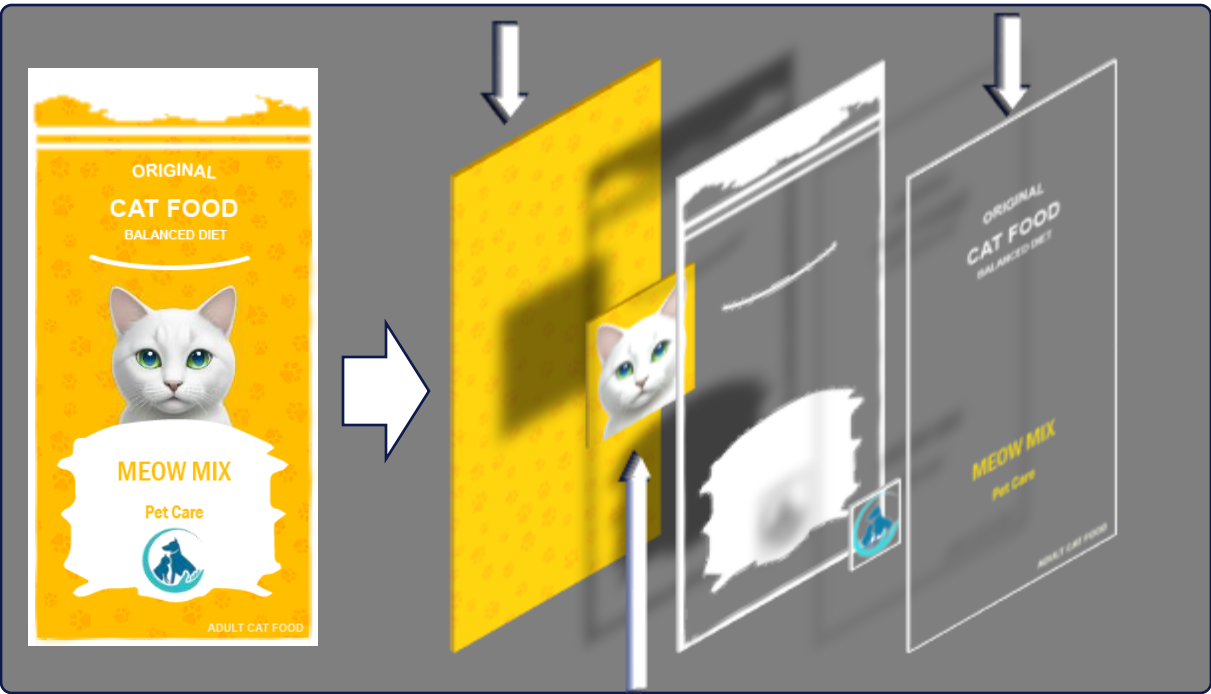
Example of a UI with Integrated Content Creator API

SOLUTION

Accelerated by NVIDIA AI Enterprise, SoftServe's Content Creator transforms Avery Design & Print into an AI-driven platform where simple product descriptions become pixel-perfect labels instantly - no design experience or prompt engineering required.

Step 1. Generate background using

Step 3. Compute text colors



The diagram illustrates a three-step process for generating a product label. Step 1, 'Generate background using', shows a yellow background being generated. Step 2, 'Generate image using reference', shows a white cat image being generated using a reference. Step 3, 'Compute text colors', shows the final label design with text colors computed.

Step 2. Generate image using reference

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softserve **AVERY**

THANK YOU!



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SoftServe, Inc.*



PHILLIP MCGEE

*Principal Technical Program Manager,
Avery Products Corporation*

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**FOR
THE
FUTURE**

