

Learn From Your Peers Webinar | Adobe Experience Manager

Deliver Once, Delight Everywhere: Scaling Omnichannel Experiences with Adobe Dynamic Media

May 7, 2026

Our webinar will begin shortly.

While we wait, say hello to your fellow attendees in the chat!

Today's Agenda

Time (PST)	Topic
8:00	Welcome and housekeeping
8:05	Scaling Omnichannel experiences with Dynamic Media in AEM Assets
8:45	Audience Q&A
8:55	Wrap-up and resources

Our Speakers



Host

Michelle Baack

Manager, Adoption Marketing
Adobe



Presenter

Vengadesh Shanmugavelu

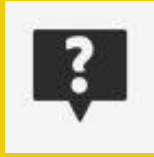
Senior Manager Engineering
Publicis Sapient



Share in chat...

- Where are you joining us from?
- What are you hoping to learn today?

Welcome and Housekeeping



Place **questions for the speaker** in the “**Q&A**” box on the **bottom** of your screen.



To chat with other attendees, use the “**Attendee Chat**” panel.



As the session closes, find helpful links in the “**Resources**” panel.



Please take our **Survey** before you leave, to help us improve future webinars.



An email will be sent soon with a link to the **recording**.

Meet our presenter



Vengadesh Shanmugavelu

Senior Manager Engineering, Publicis Sapient

- 4-time Adobe Experience Manager Champion since 2022
- 18+ years of experience as Digital Experience and Transformation Enterprise Architect across Adobe Experience Cloud, Salesforce, Martech, and modern engineering platforms. I've led large-scale CX transformations for airlines, eCommerce, and banking clients, focusing heavily on 1:1 personalization, data-driven targeting, campaign management, Content Supply chain and AI-enabled customer journeys.

 [Connect on LinkedIn](#)

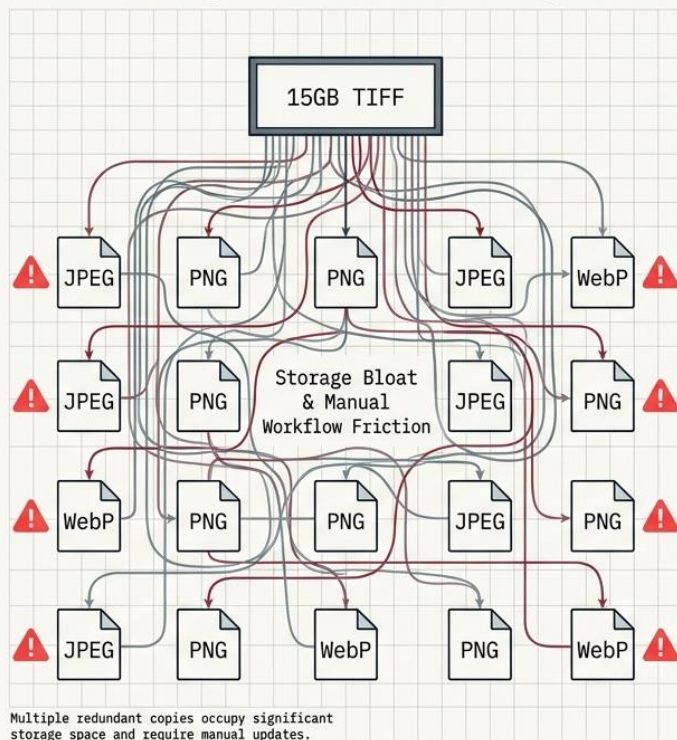
Agenda

- What is Dynamic Media?
- Basics of Dynamic Media
- Dynamic Media setup step by step
- Dynamic media and AEM
- Architecture Models
- Omnichannel via DM Open API
- Cache Invalidation
- Q&A

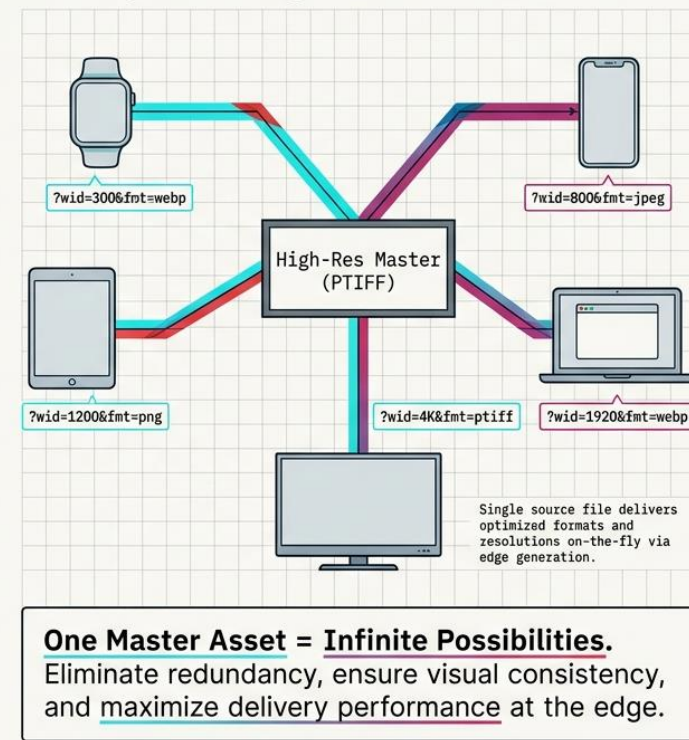
The "Rendition Nightmare"

- **The Old Way:** Manual cropping, endless variations (desktop, mobile, square), bloated storage.
- **The Dynamic Media Way:** Upload *one* high-resolution master asset.
- Infinite renditions generated on the fly.

The Old Way: Static File Management

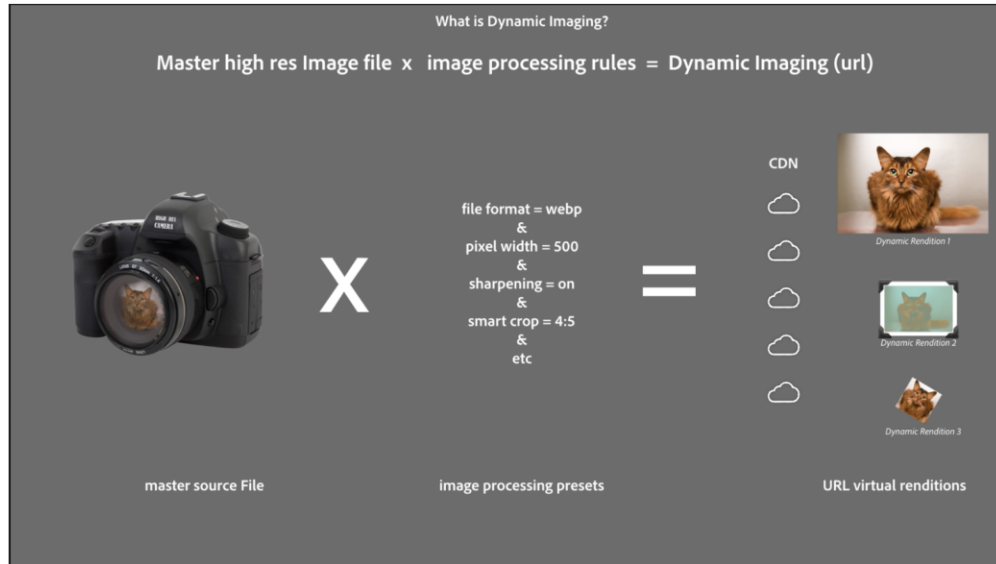


The Dynamic Engine: One Master Asset

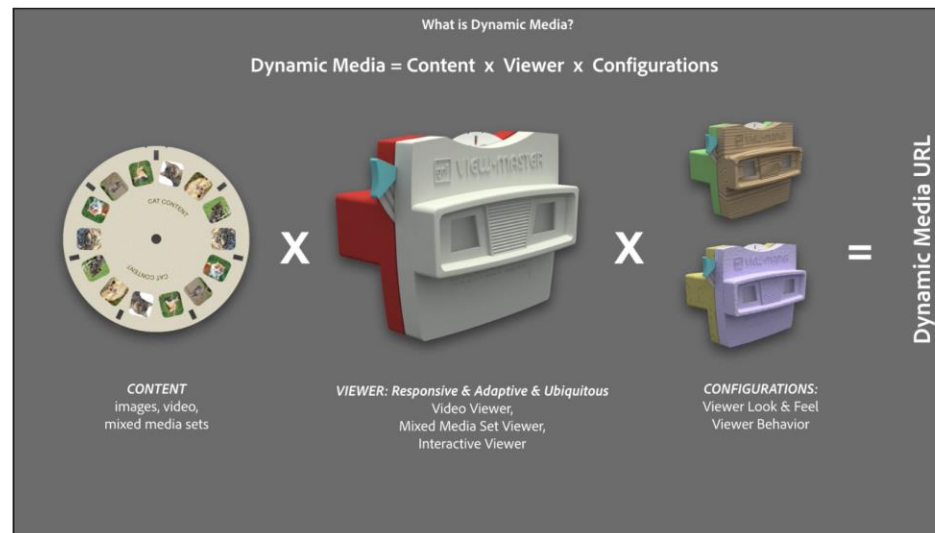
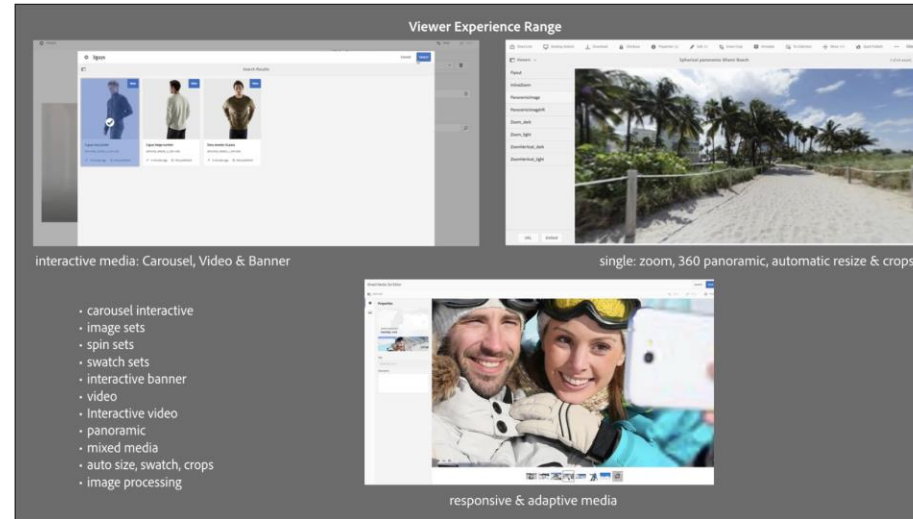


What is Dynamic Media

Content X Rules

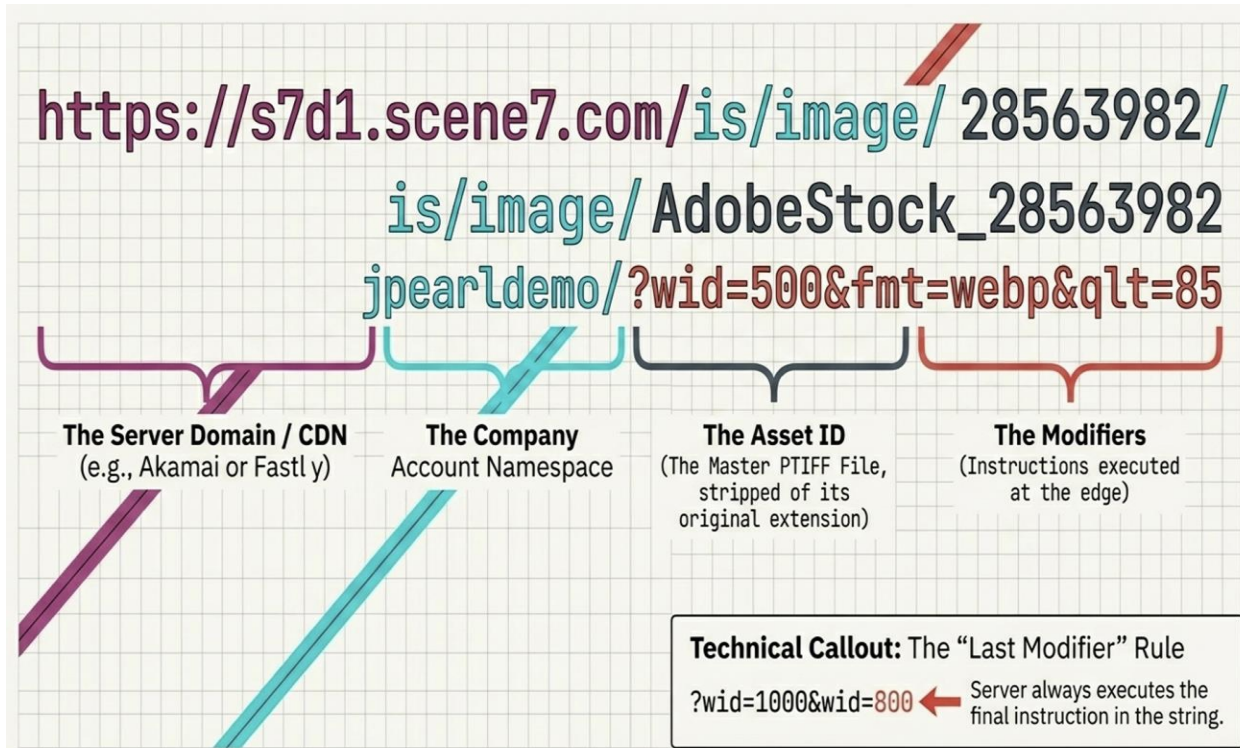


Viewers OOTB



Basics of Dynamic Media

Anatomy of the URL



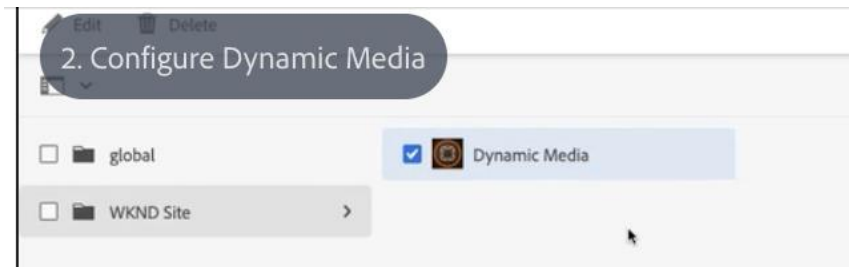
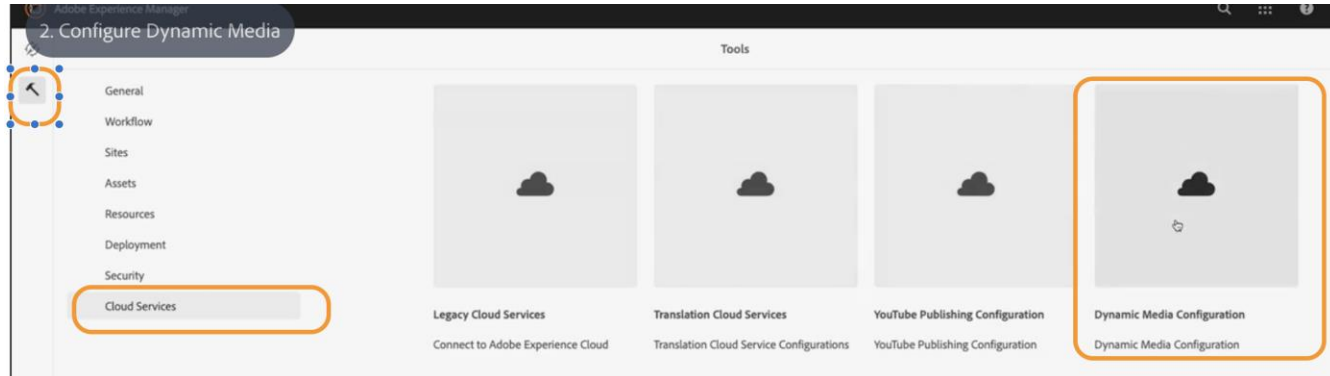
Supported static assets formats for delivery include the following:

- 3D files
- Animated GIF
- Audio files
- CSS
- JavaScript (when your company is configured with its own domain)
- PDF
- SVG
- XML
- ZIP

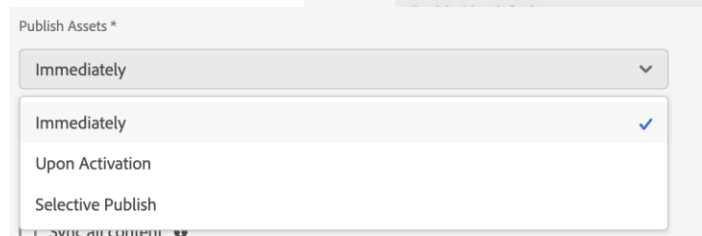
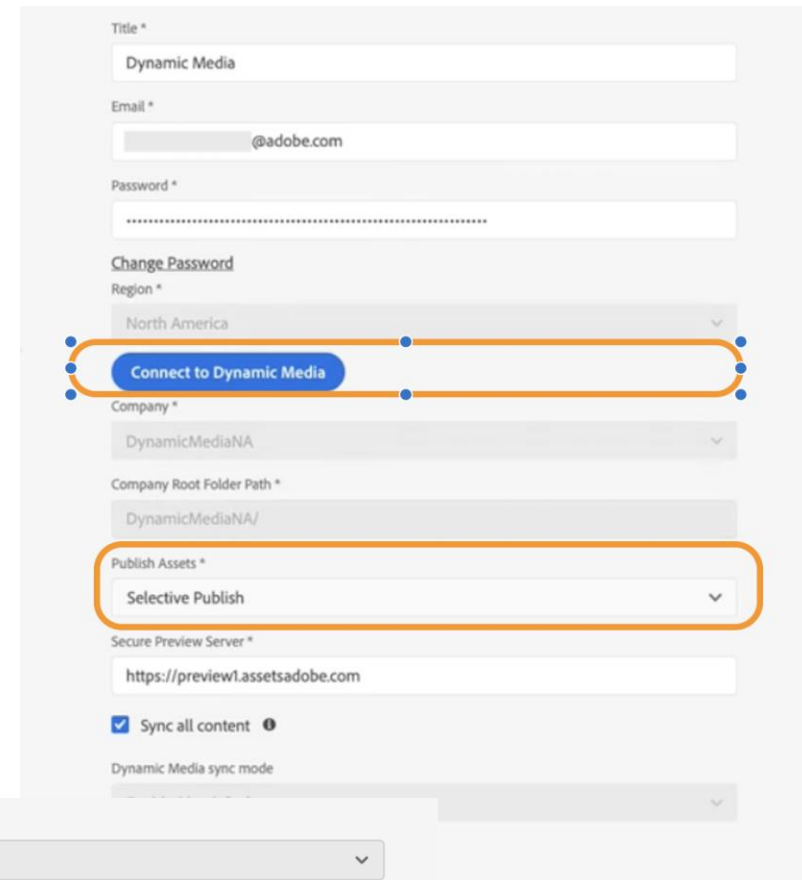
`https://*<server_name>*/is/content/*<company_name>*/*<static_asset_filename>*. *<extension>*`

Set up of Dynamic Media

Step 1:

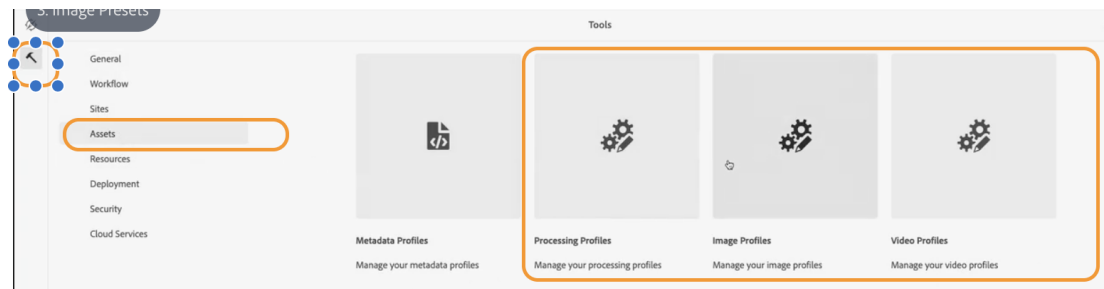


Step 2:



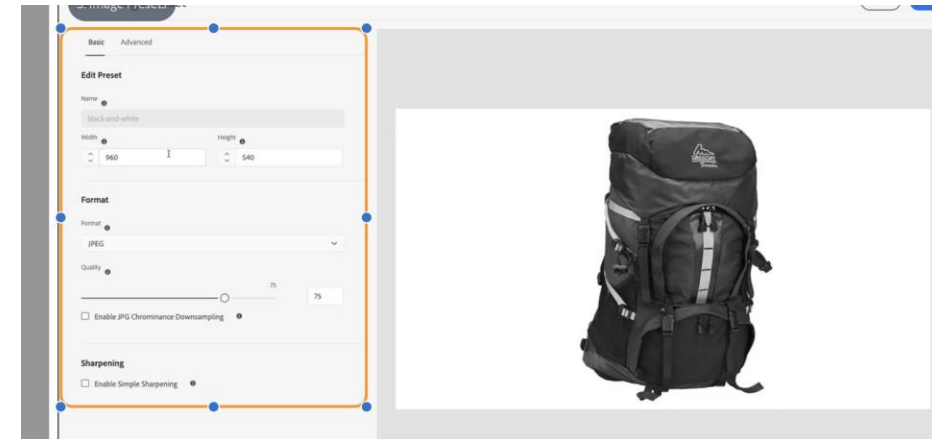
Set up of Dynamic Media

Step 3:



Step 4:

Configure Image/video preset



Step 5:

Enabling the profiles in Asset folder

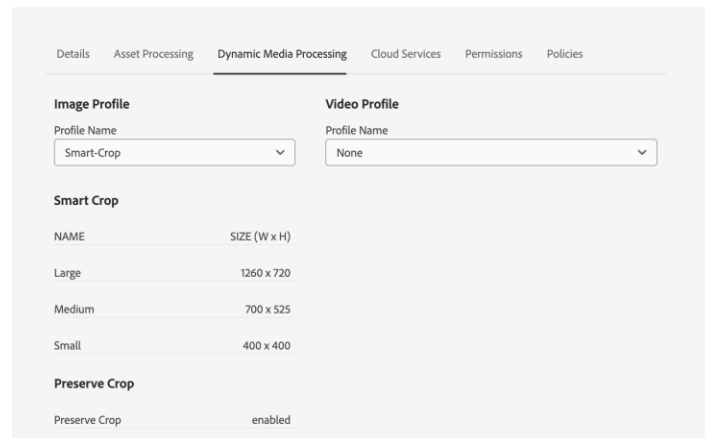
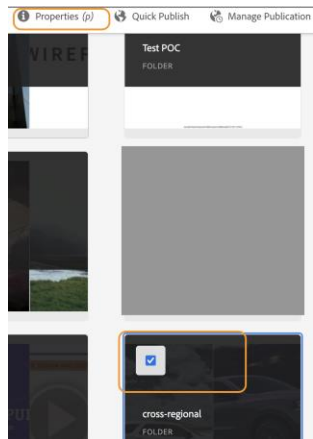
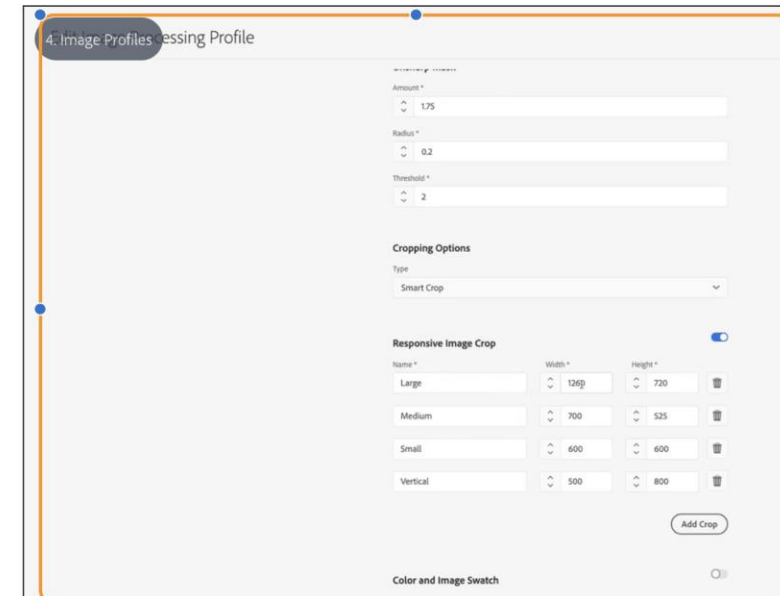


Image profile with smart crop



Smart crop & AEM

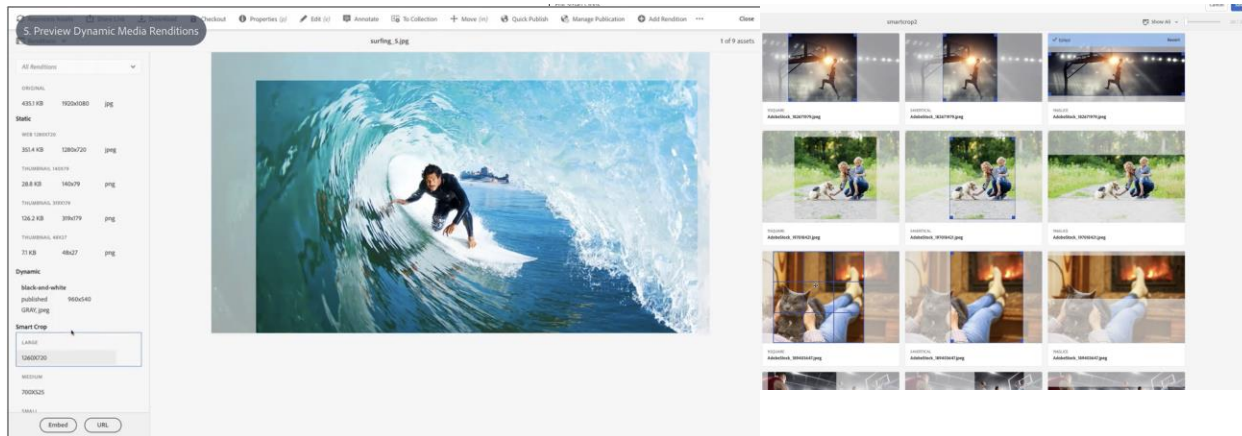
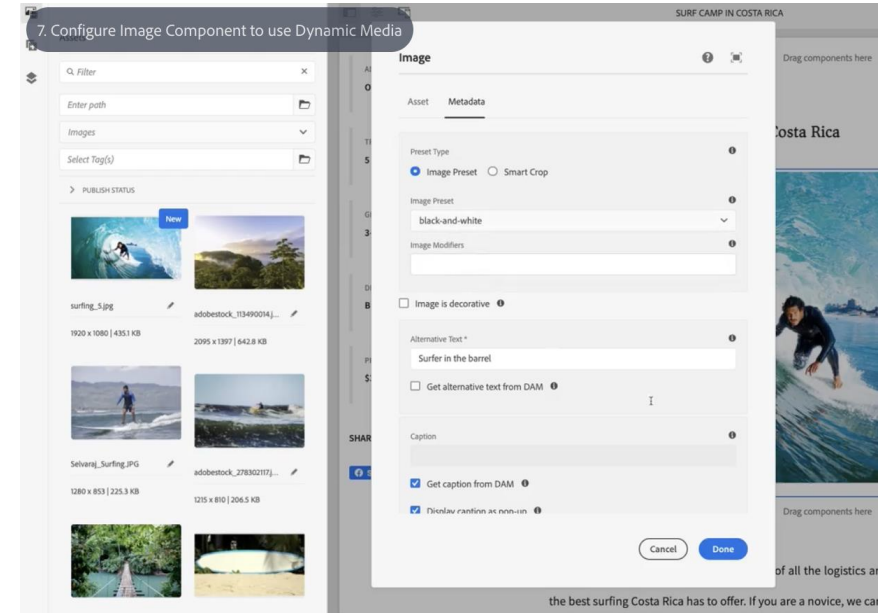
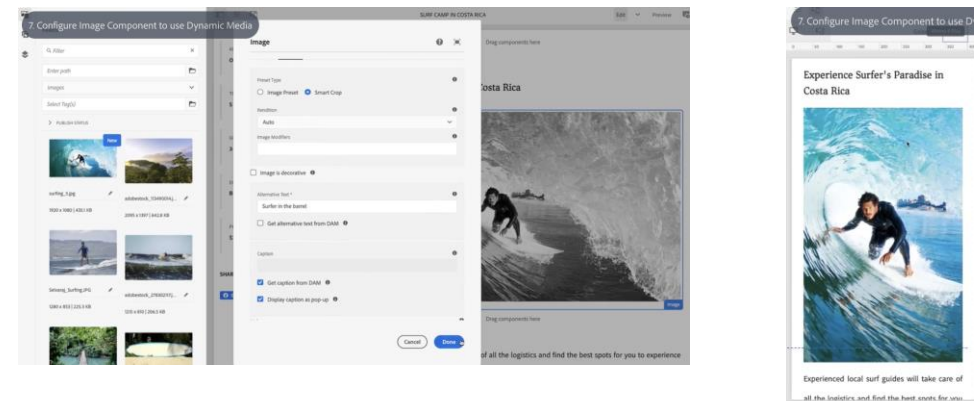
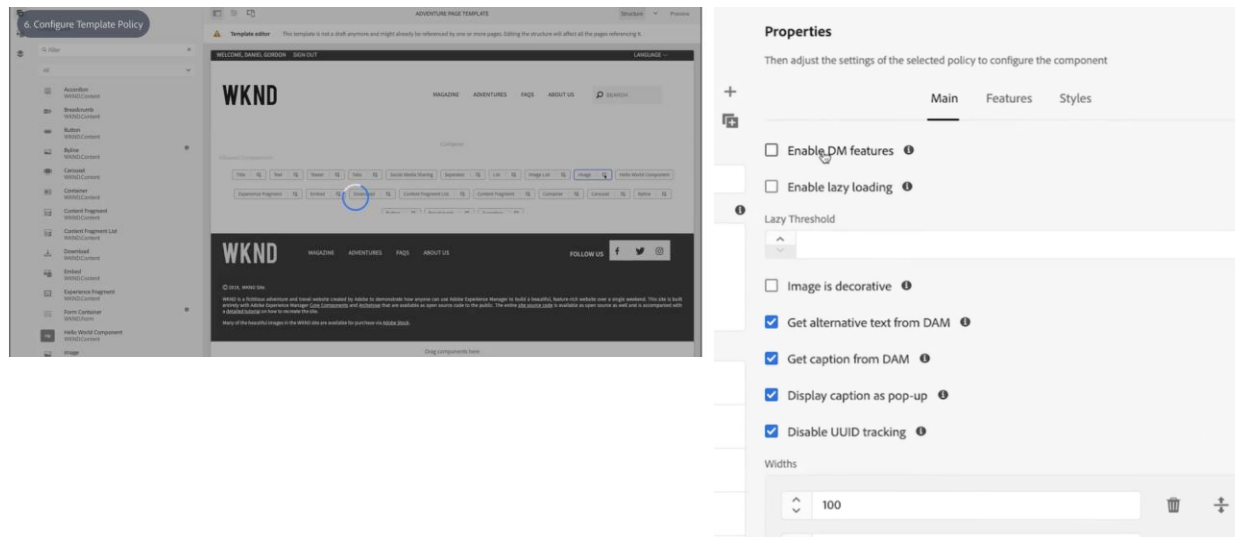


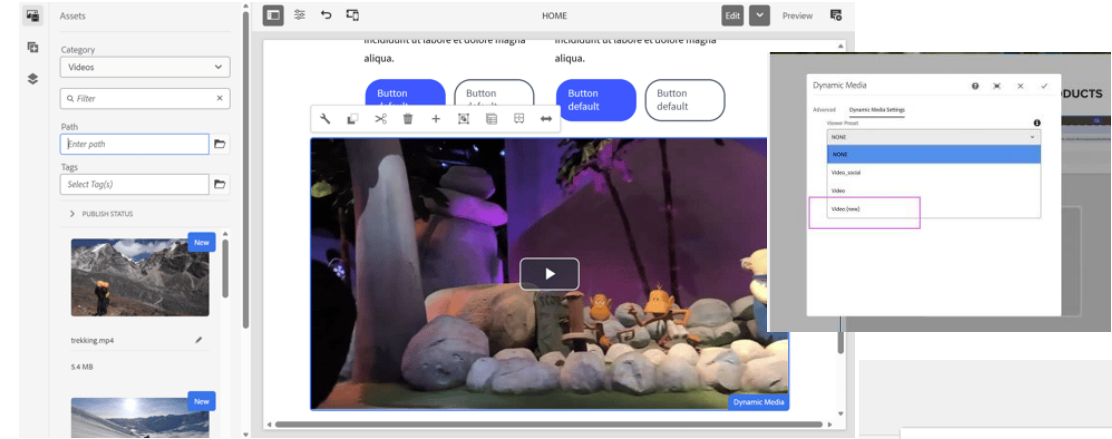
Image Core component Dialog (Dynamic media)



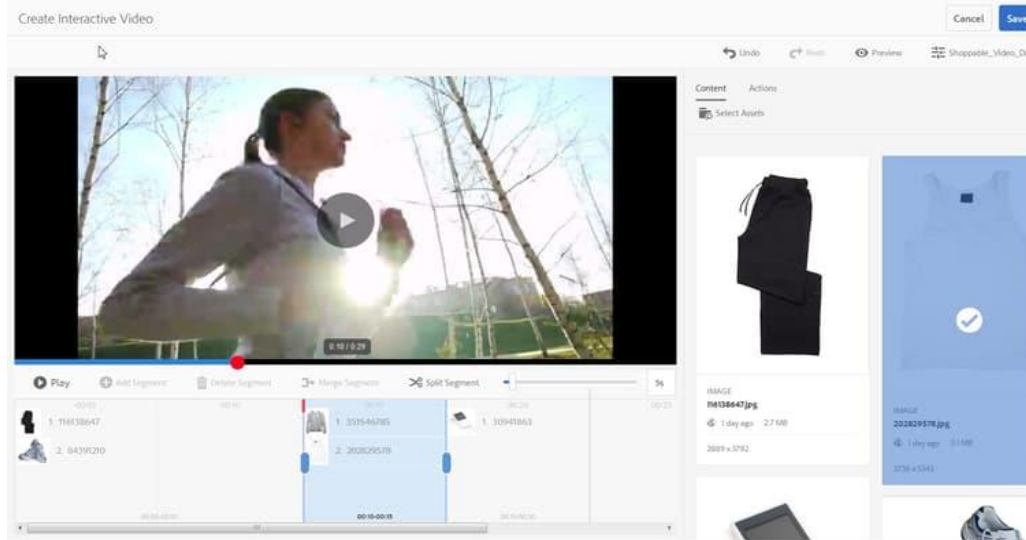
Editable Template Policy for Image core component



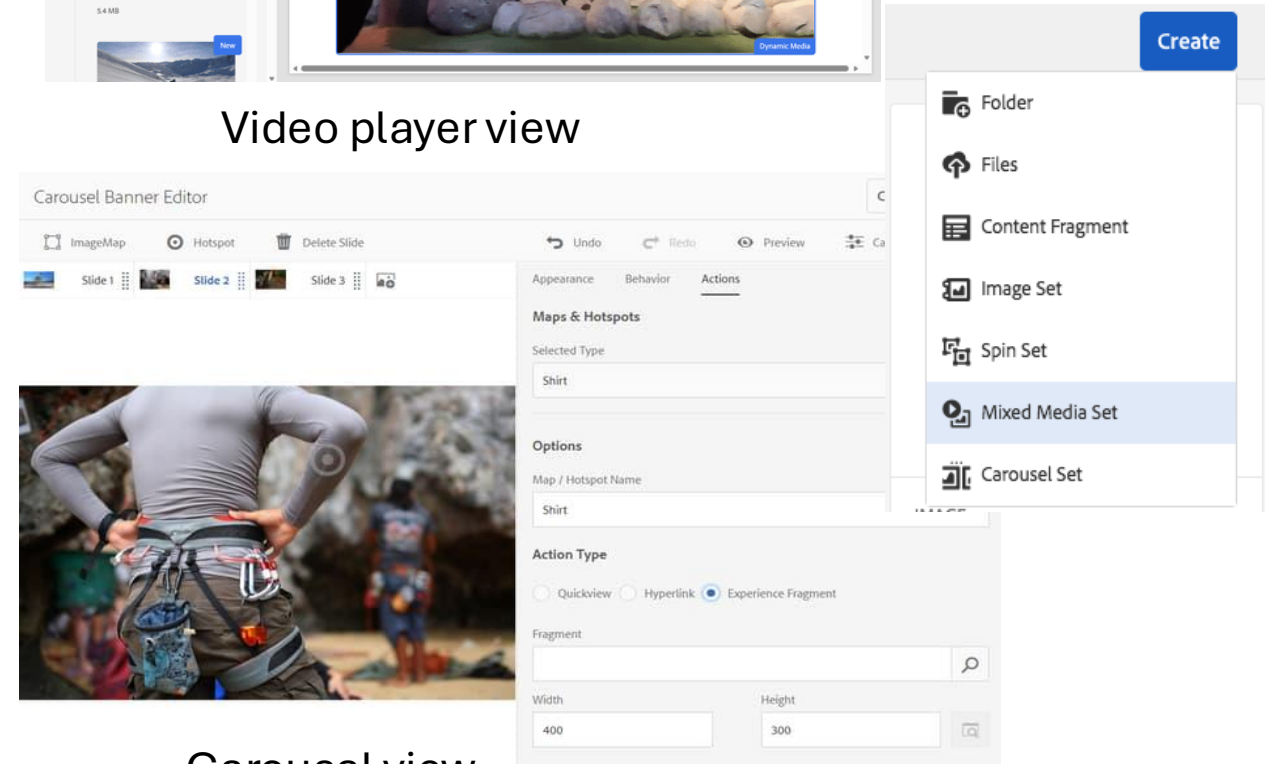
Usage of OOTB viewers within Dynamic media



Video player view



Interactive video view

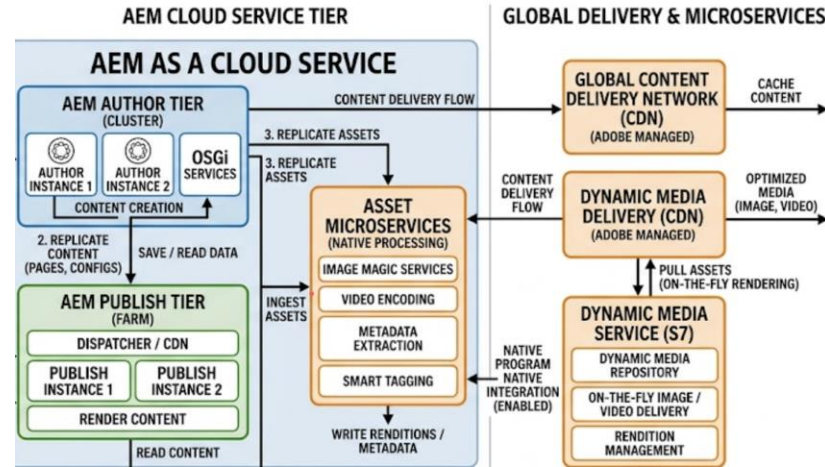
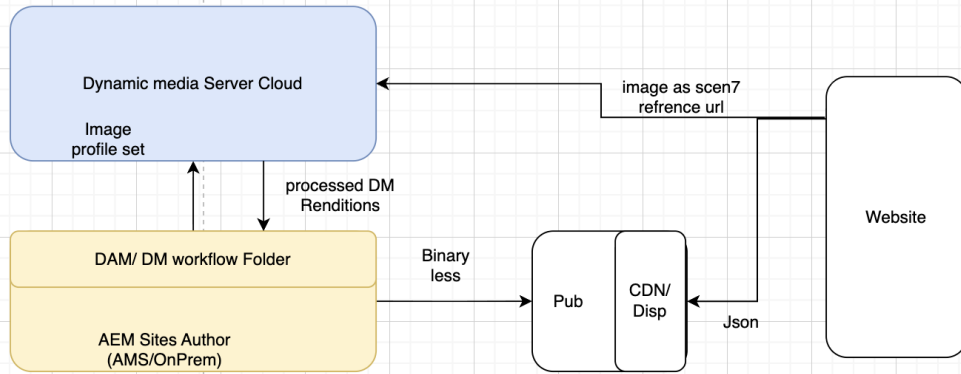


Carousel view

Architectural types AMS/AEM Cloud/API

AEM as Cloud-Native

On-Prem/AMS



Set up for production

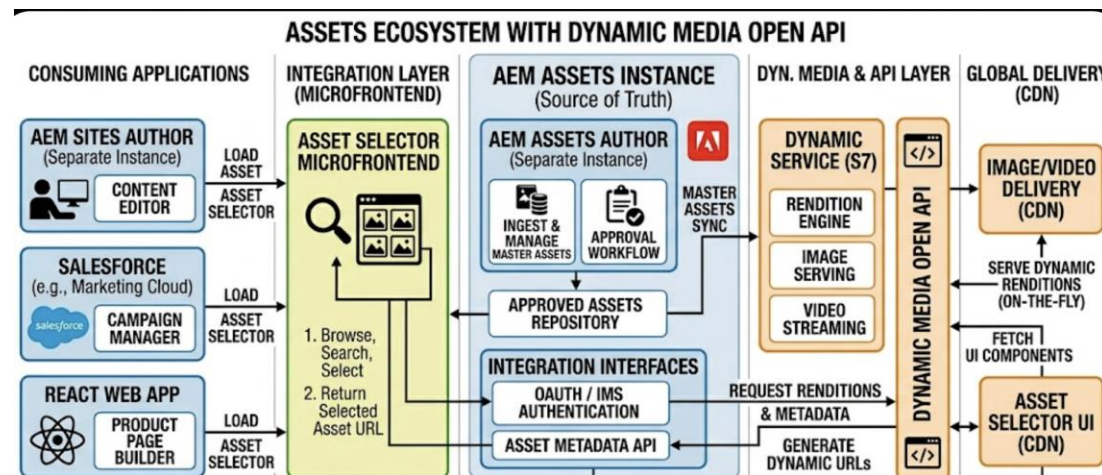
Build, test and deploy your own code.
[Solutions & Add-ons](#) > Go-Live date
 Select the solutions and add-ons you want applied to your Program.

SOLUTIONS & ADD-ONS

- Assets Prime
Next generation digital asset management essentials
- Assets
Next generation digital asset management
- Dynamic Media
Dynamic Media enablement for assets delivery

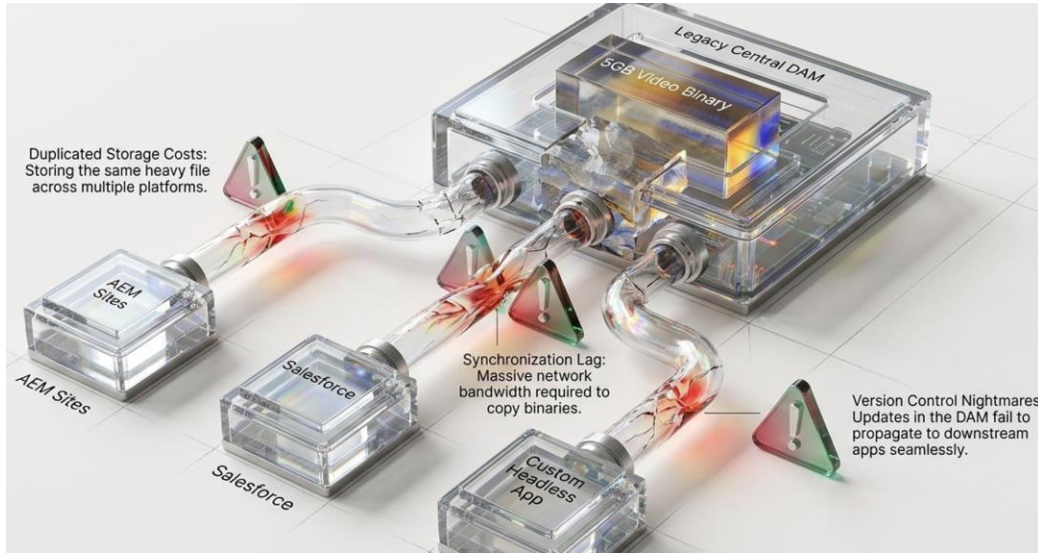
[Back](#) [Continue](#)

Dynamic Media Open API

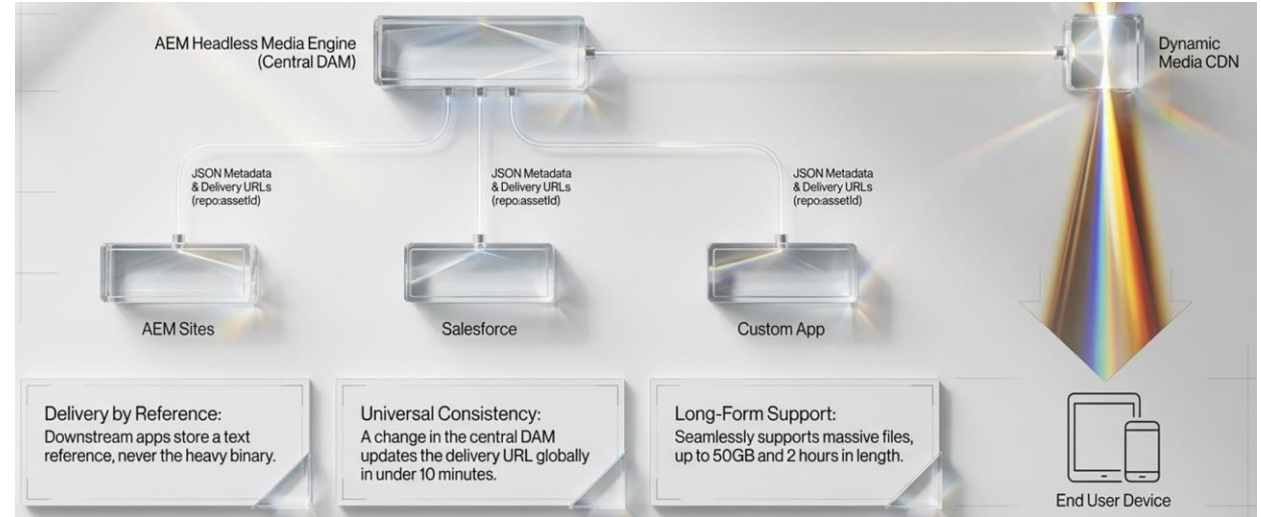


Dynamic Media Open API

Old Way-Connected Assets



New Way-Dynamic Media Open API



Stage ● Running

General Configuration Restore Content Advanced network configuration

Environment Information

Author URL	https://author-...
Region	United States (East US)
AEM Release	2025.1.55678.20250116T155136Z
Dynamic Media	OpenAPI capabilities are available Click to activate

Environment Segments

SEGMENT	STATUS
Author Service	● Running

`https://delivery-pXXXX-eYYYY.adobecloud.com/adobe/assets/{assetId}/as/{seoName}.{format}`

`https://delivery-pxxxxx-exxxx.adobecloud.com/adobe/assets/urn:aaid:aem:8560f3a1-d9cf-429d-a8b8-d81084a42d41/as/algorithm design.jpg?width=319&height=319`

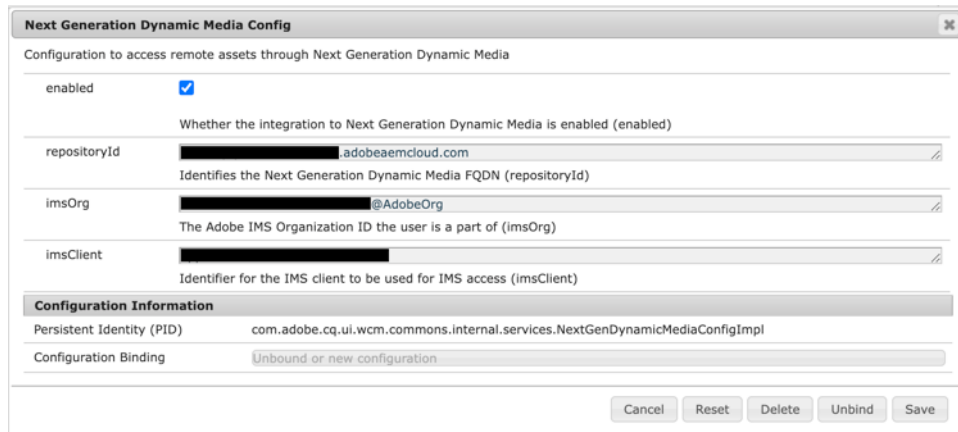
MicroFrontend Asset Selector-Dynamic Media OpenAPI

To use remote assets using Dynamic Media with OpenAPI capabilities requires:

- AEM 6.5 SP 18+ or AEM as a Cloud Service
- Core Components release 2.23.2 or later
- Set up the following [environment variables](#) for AEM as a Cloud Service:
 - ASSET_DELIVERY_REPOSITORY_ID= "delivery-pxxxxx-eyyyyyy.adobeamcloud.com"

pXXXX refers to the program ID

eYYYY refers to the environment ID



Next Generation Dynamic Media Config

Configuration to access remote assets through Next Generation Dynamic Media

enabled

Whether the integration to Next Generation Dynamic Media is enabled (enabled)

repositoryId [redacted].adobeamcloud.com

Identifies the Next Generation Dynamic Media FQDN (repositoryId)

imsOrg [redacted]@AdobeOrg

The Adobe IMS Organization ID the user is a part of (imsOrg)

imsClient [redacted]

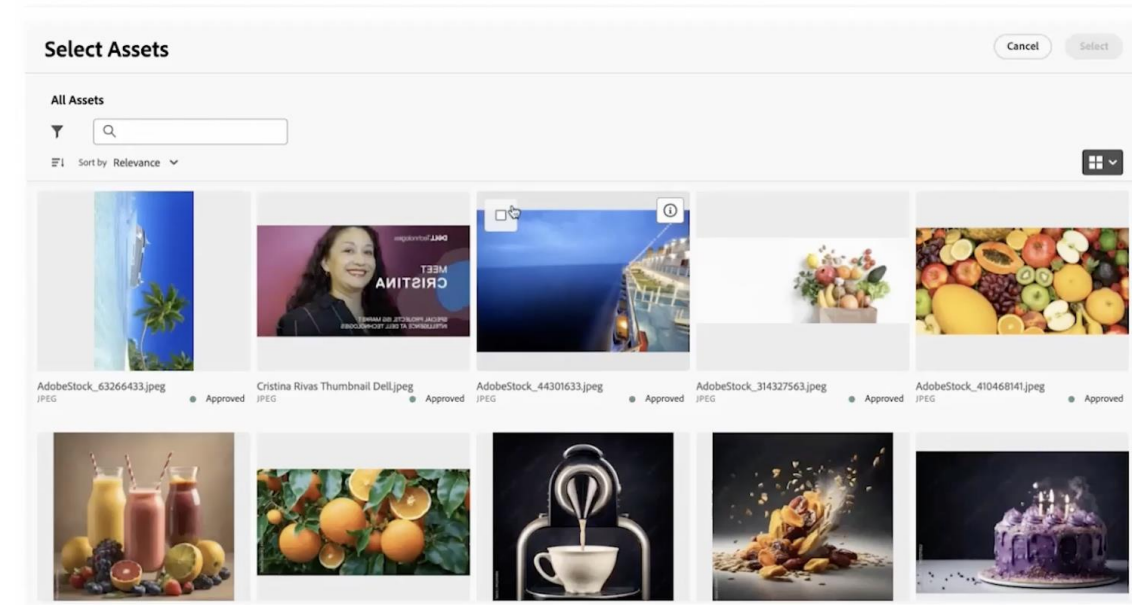
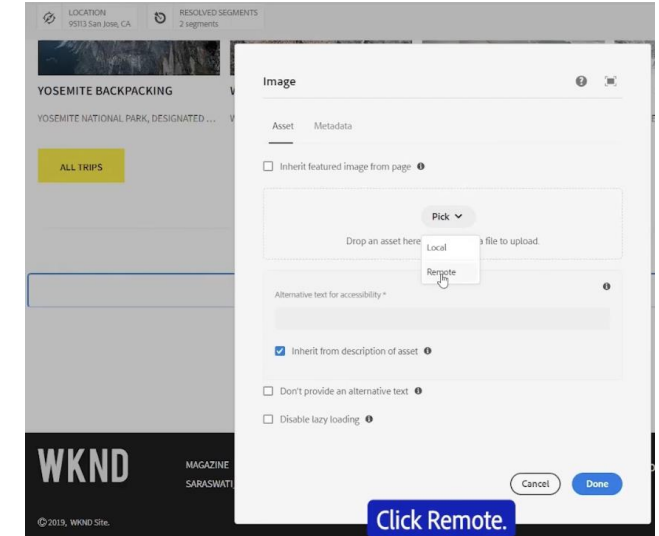
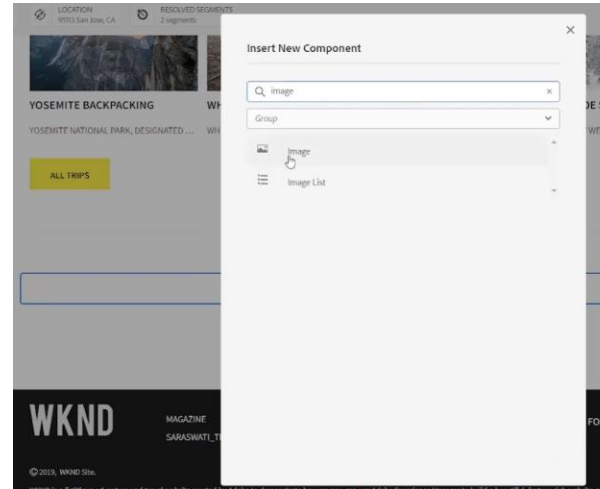
Identifier for the IMS client to be used for IMS access (imsClient)

Configuration Information

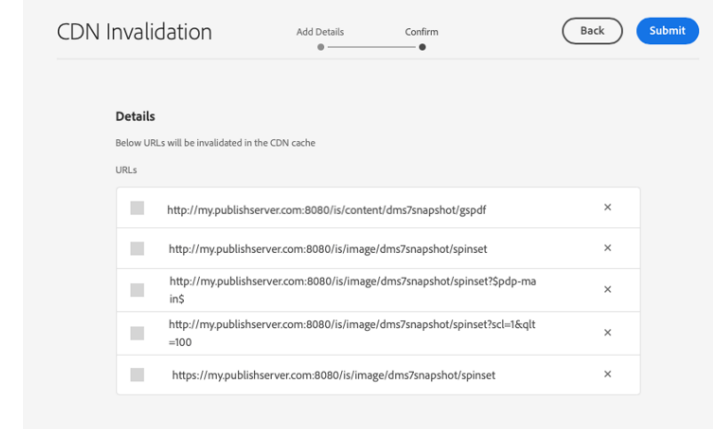
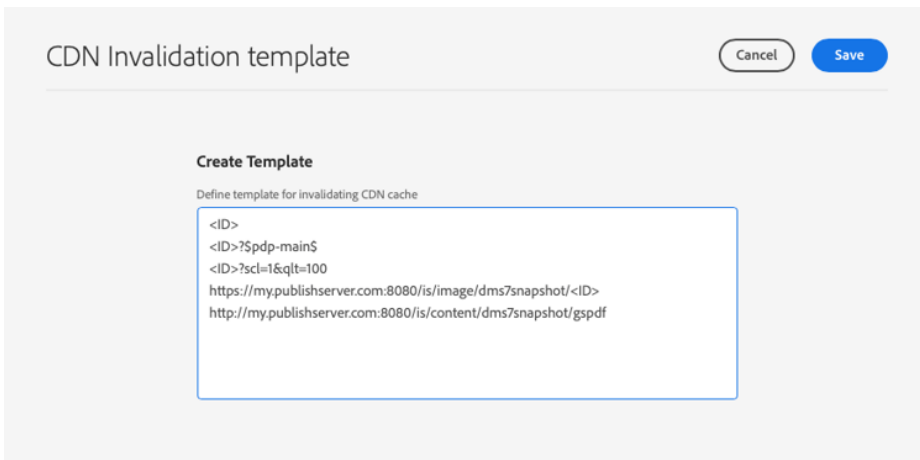
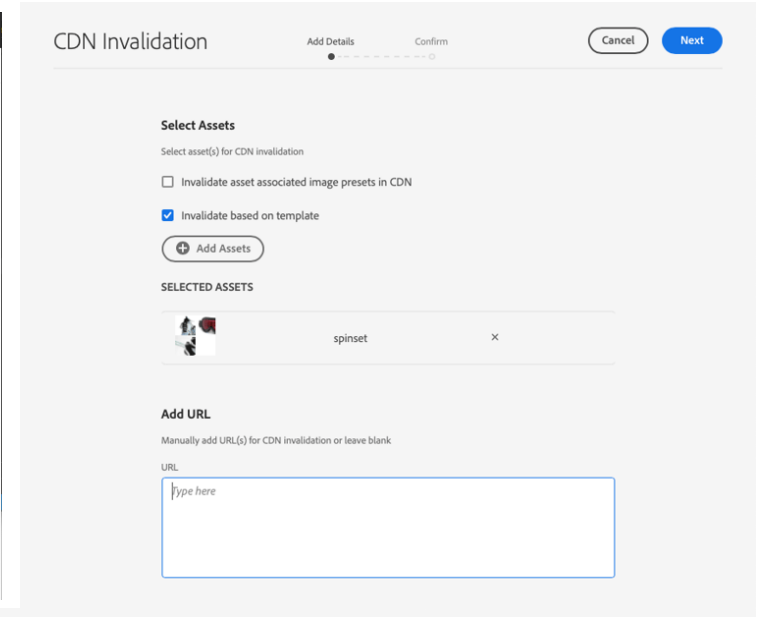
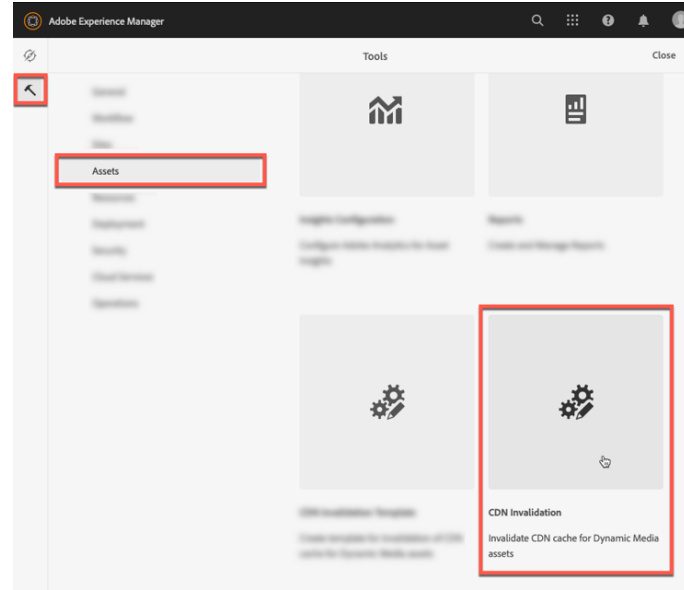
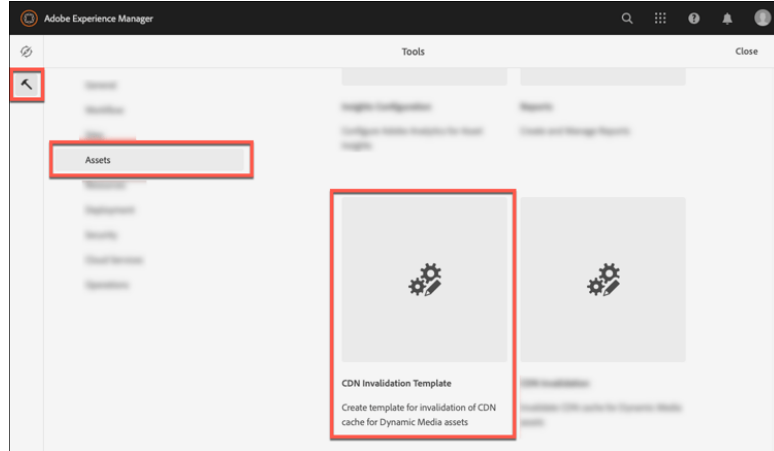
Persistent Identity (PID) com.adobe.cq.ui.wcm.commons.internal.services.NextGenDynamicMediaConfigImpl

Configuration Binding Unbound or new configuration

Cancel Reset Delete Unbind Save



Cache invalidation for Dynamic Media



This feature requires that you use the Adobe-bundled CDN that comes with Adobe Experience Manager Dynamic Media

Questions?





We want your feedback!

How do you prefer the Adoption Marketing team at Adobe delivers programs to you and your end users?

Resources

- [Setup dynamic Media for publisher](#)
- [Dynamic Media modifier rules command reference](#)
- [Best practices for Image optimization in dynamic media](#)
- [Best Practices for dynamic media](#)
- [Soft and hard limitations of Dynamic media](#)

Visit the Community for the session deck

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- After today's session, find the deck and link to the recording in the AEM Assets Community


Scan to
find the
post!



Adobe Experience Manager Community Op

Learn From Your Peers Webinar: Scaling Omnichannel Experiences with Adobe Dynamic Media

Translate All 1 reply · 50 views

 **Michelle_Baack**
Adobe Employee · 1 month ago

Join us for this upcoming session including Q&A time with Vengadesh Shanmugavelu, AEM Champion and certified AEM Architect and Lead Developer.

Learn From Your Peers Webinar | Adobe Experience Manager Assets Webinar
Deliver Once, Delight Everywhere: Scaling Omnichannel Experiences with Adobe Dynamic Media


Are you wondering how to streamline the transformation and optimization of your images and videos in AEM Assets?

In this Learn from Your Peers session, Adobe Experience Manager Champion Vengadesh Shanmugavelu will share:

- How Adobe Experience Manager Dynamic Media enables intelligent media distribution using profile settings, smart renditions, and real-time optimization.
- How to activate Dynamic Media through AEM Core Components and extend its power across the enterprise using Dynamic Media Open APIs.

Whether you're a marketer, architect, or developer, this webinar will show you how to deliver once and scale everywhere with performance, consistency, and control.

Date and Time: Thursday, May 7th 2026 (8am PT | 4PM BST)








Event speaker

Vengadesh Shanmugavelu, Senior Manager Engineering at Publicis Sapient
Vengadesh has 15+ years of content management solution architecture, design, development, implementation, training, and support on AEM and Interwoven product suites as well as 7+ years of Experience in AEM and Adobe marketing cloud solutions. He is an Adobe certified expert as Architect and Lead developer in AEM, Adobe certified expert as Architect in Adobe Target and Adobe Qualified experience platform engineer, and has been an AEM Champion since 2022.

AEM Champion Program

The AEM Champion Program recognizes top product experts, helping them grow their careers and shape the future of AEM.

Applications are now open and 40 Champions are selected for a year-long professional development cohort.

-  Knowledge sharing & networking
-  Direct collaboration with Adobe
-  Thought leadership opportunities
-  Recognition & swag
-  Champion Forum



Interested in becoming an AEM Champion?
Apply before June 5!



Unlock the Adobe Champion Advantage Webinar: Who It's For, What It Takes, and How to Apply


Join us for a look into what the Adobe Champion Program offers and how to prepare a strong application!

What You'll Learn:

- What the Adobe Champion Program is and how it helps many Champions elevate their careers
- What participation involves, including time commitment, expectations, and special perks
- Who makes a strong candidate and what Adobe looks for in an application



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register!





 May 14, 2026



9am PT | 12pm ET | 6pm CET |
10:30PM IST

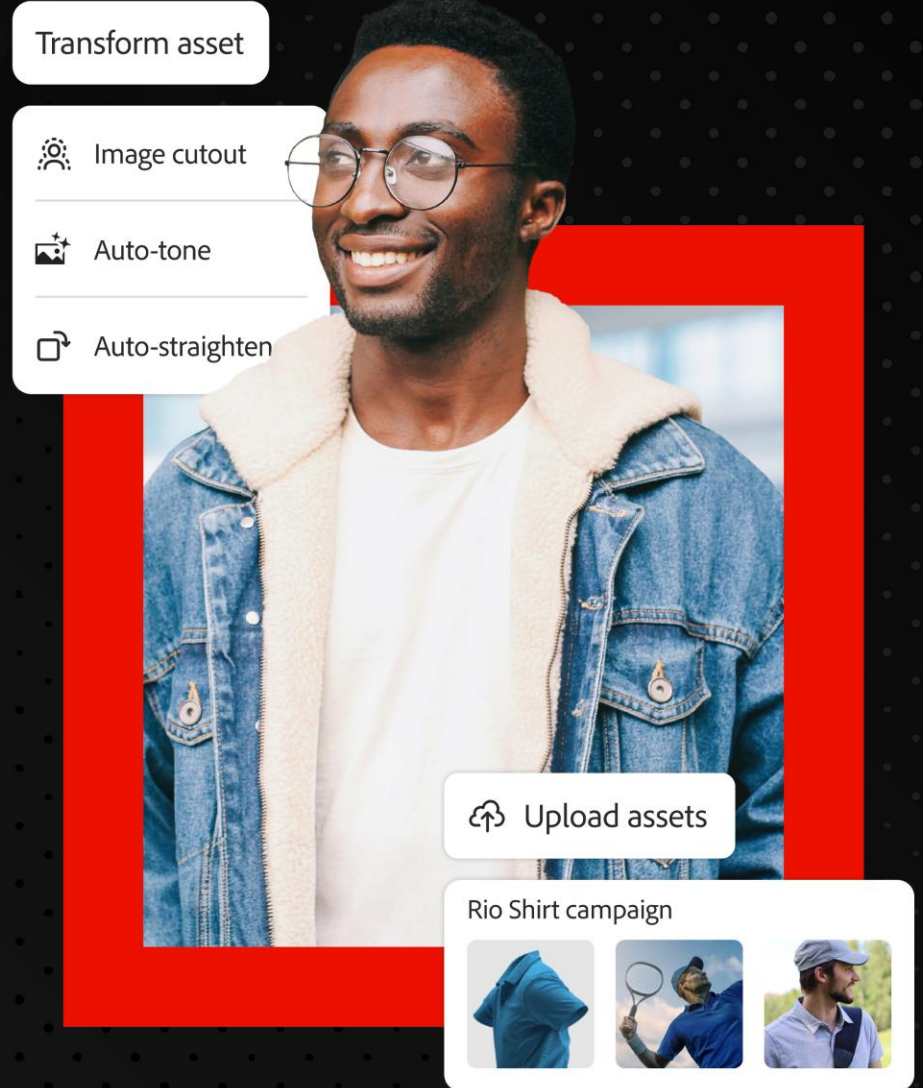
Adobe Experience Manager User Groups

Adobe Experience Manager User Groups are customer-led groups that bring regional users together in person and/or virtually to create open and inclusive communities to:

-  Network with peers
-  Collectively problem-solve
-  Share ideas and best practices
-  Provide ongoing education for skill improvement



Interested in joining a chapter? **Join today!**



A solid red vertical bar is located on the far left edge of the slide, extending from the top to the bottom.

Thank you!

