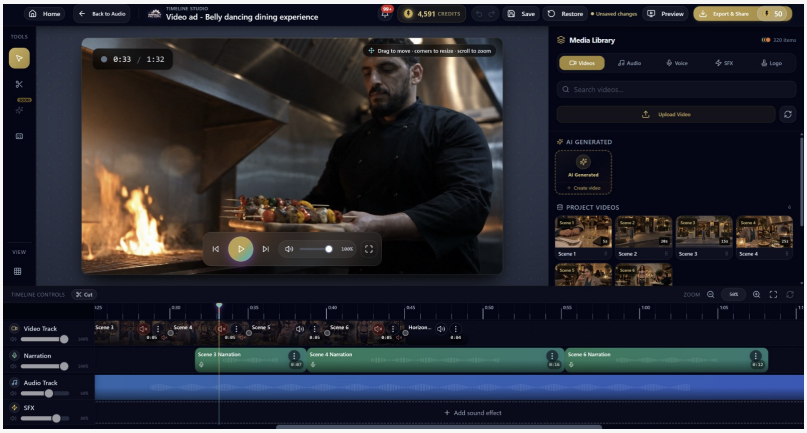
ImpactFactory.ai Version 1.6 Blurs the Line Between Traditional and AI Video

New Timeline Studio capabilities bring generative AI editing to existing footage while expanding ImpactFactory's cloud-based video production workflow



ImageFactory.ai's powerful new Timeline Studio

CHICAGO, IL, UNITED STATES, September 24, 2026 / EINPresswire.com/ -- ImpactFactory.ai today announced the release of version 1.6, significantly expanding the video production capabilities within its AI-powered digital marketing platform through a new and improved Timeline Studio.

Timeline Studio is the editing environment built directly into ImpactFactory's video creation workflow. The enhanced version provides advanced AI video editing and post-production capabilities, including shot-level generative editing, transitions, multi-layer audio and video, AI-generated custom musical scores, dynamic subtitles and multilingual dubbing. It also introduces a significant new capability: users can import traditionally produced digital video and apply powerful AI editing tools to that existing footage.

> We've blurred the line between traditional video editing and AI video creation. With ImpactFactory, those worlds come together, bringing in traditional footage and then use AI to transform it."
>
> *Dr. Duane Varan, CEO/Founder ImpactFactory.ai*

Because Timeline Studio is browser-based, editing and rendering take place in the cloud. Users can create video within ImpactFactory and continue directly into editing, or bring existing video into ImpactFactory and combine it with AI-generated material to create hybrid productions.

Blurring the Line Between Traditional and AI Video

One of the most significant additions in version 1.6 is ImpactFactory's ability to bring traditional video footage into an AI-powered editing workflow.
Users are no longer limited to applying generative AI capabilities to video originally created with

AI. Existing digital video—from professionally produced footage to content shot on a phone—can be imported directly into an ImpactFactory project. Once imported, that footage can take advantage of many of the same AI capabilities available to AI-generated content.

This creates a new kind of hybrid production workflow. A creator can start with conventional footage and then use AI to transform individual shots, modify elements within a scene, introduce visual effects, change the style or treatment of footage, generate additional shots or entirely new scenes, and integrate those elements into the original production.

For example, an existing video could be enhanced with newly generated establishing shots, additional scenes or visual effects. Individual shots could be restyled, objects or other visual elements introduced, and AI-generated material inserted alongside the original footage. Custom music, narration, dialogue, sound effects and dynamic subtitles can then be created, edited or added, as applicable, within the same ImpactFactory project.

“We’ve blurred the line between traditional video editing and AI video creation,” said Dr. Duane Varan, Founder and CEO of ImpactFactory.ai. “Until now, creators have largely had to think of these as two different worlds—you either worked with footage you shot or generated something with AI. With ImpactFactory, those worlds come together. You can bring in traditional footage and then use AI to transform it, extend it, add to it and combine it with entirely new AI-generated scenes. The original footage is no longer a fixed asset. It becomes something AI can help you continue to create with.”

The hybrid capability also allows businesses to make greater use of existing video libraries and previously produced content. Existing footage can become the foundation for new creative executions, allowing traditional production assets and newly generated material to coexist within the same editing environment.

Powerful AI Editing at the Shot Level
The enhanced Timeline Studio includes shot-based AI tools that allow individual portions of a production to continue evolving throughout the editing process.
Users can change elements within a shot, introduce new visual elements and effects, or generate entirely new AI scenes and insert them into the production. Effects such as smoke or other atmospheric elements can be added to footage, while individual shots can be given a different visual treatment. A memory or flashback sequence, for example, could be converted to black and white while the remainder of the production retains its original appearance.

Timeline Studio also provides control over how shots are assembled into a finished production. Users can add and customize transitions between shots, helping control the visual flow, pacing and movement from one scene to the next. Shots can be scaled and repositioned, and watermarks and other visual elements can be added where required.

Combined with ImpactFactory’s generative capabilities, these tools allow creators to work at

both levels of a production: AI can be used to transform or generate the individual shots themselves, while Timeline Studio provides the editing tools needed to assemble those shots into a finished video.

Video, Sound, Music and Voice in One Workflow
Timeline Studio uses a multi-layer production environment to manage video, dialogue, narration, music and sound effects within the same ImpactFactory project.

Importantly, creators are not limited to choosing from existing music libraries. Custom musical scores can be generated with AI specifically for the production, allowing users to create music suited to the desired mood, style and creative direction of the video.

Sound effects can be added and positioned precisely within the production, while users can add or edit narration and dialogue and manage these elements alongside multiple layers of video, music and effects.

This brings video editing, sound design, music creation and voice production together within the same ImpactFactory workflow, allowing creators to move from initial concept and video generation through post-production without having to assemble the project across multiple applications.

Dynamic Subtitles Become Part of the Creative
Version 1.6 also introduces advanced dynamic subtitle capabilities designed to make text part of the visual composition of a video.

Rather than being limited to conventional captions positioned over footage, subtitles can be integrated creatively into individual scenes. Words can interact visually with people and objects on screen, including effects in which portions of text appear behind a person or other foreground element.

The capability reflects the increasingly visual role of typography and captions in social media and digital advertising, where subtitles can function as both an accessibility tool and part of the creative execution itself.

Dubbing into More Than 90 Languages
ImpactFactory version 1.6 also expands the platform’s video localization capabilities.

When exporting a completed production, users can choose to have its audio dubbed into more than 90 languages. The system generates voices with characteristics similar to those of the original speakers, without creating identical voice replicas, helping maintain continuity between the original production and localized versions.

The capability allows a single video production to be adapted for audiences across multiple

languages without requiring separate recording sessions for every version.

Expanding ImpactFactory’s Integrated Creative Capabilities
The enhanced Timeline Studio forms part of ImpactFactory’s broader approach to bringing previously separate marketing and creative functions together within one AI-powered environment.

ImpactFactory enables businesses to develop brand identities, create and improve websites, produce social content, create video and advertising, run email campaigns, conduct competitive analysis, place media and monitor marketing performance within a unified platform.

With version 1.6, advanced AI-assisted video editing and post-production become a more substantial part of that integrated workflow—extending ImpactFactory’s capabilities beyond generating content to transforming, editing, scoring, finishing and localizing complete video productions.

About ImpactFactory.ai
ImpactFactory.ai is an AI-powered digital agency platform designed to provide businesses with integrated marketing capabilities through a single conversational environment. The platform combines more than 25 specialized AI engines with more than 600,000 lines of proprietary integration code to support branding, websites, social media, video, advertising, email campaigns, media placement, competitive intelligence, optimization and reporting.

ImpactFactory.ai was founded by Dr. Duane Varan, an advertising researcher and entrepreneur who also founded MediaScience, a media and advertising research company that originated as an innovation lab serving The Walt Disney Company.

Duane Varan
Impact Factory
+1 512-300-1847
email us here

This press release can be viewed online at: https://www.einpresswire.com/article/944783053

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.