



NEWS RELEASE

MNTN Releases QuickFrame AI 3.0 with a Major Feature Expansion, Delivering TV-Ready Commercials in Minutes

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Now out of beta, QuickFrame AI brings idea generation, storyboarding, editing, and iteration into one platform, enabling advertisers to create professional-grade video faster.

NEW YORK--(BUSINESS WIRE)-- MNTN (NYSE: MNTN), the technology platform that brings performance marketing to Connected TV, today announced the latest evolution of QuickFrame AI 3.0, its AI-powered creative platform built to help brands create premium video ads faster, easier, and with greater control.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20260505780202/en/>

QuickFrame AI 3.0

Now widely available,

QuickFrame AI moves AI-

generated video beyond clips into production-ready, professional-quality short-form and TV creative. Built for both individual marketers and professional creative teams, the platform combines open model access with a robust editing suite, giving advertisers everything they need to go from idea to live campaign in minutes.

With a simplified creation and editing experience, new subscription tiers, and direct publishing paths to MNTN Performance TV, Instagram, Facebook, TikTok, and YouTube, QuickFrame AI is built to scale.

“The world went 0 to 100 on ai video generation in one year,” said Mark Douglas, Founder and CEO of MNTN. “The



next frontier is about multi-scene, professional-grade video. QuickFrame has everything from storyboarding, to editing, to saving castable characters across videos, making it optimal for brands creating commercials that have real money behind them.”

The enhanced QuickFrame AI supports leading generative models across video, image, text, voiceover, music, and sound effects, including Seedance 2.0, fal, Kling, Pixverse, WellSaid, ElevenLabs, Shutterstock, Brandfetch and more, giving advertisers access to best-in-class tools available.

From Idea Generation to Full Creative Control

With this release, QuickFrame AI evolves into a complete creative platform, enabling brands to move beyond generation into story boarding, advanced editing and production workflows.

New capabilities include:

- Brand Profile Creator to maintain consistent brand identity
- Saveable characters, locations and products across videos
- Scene Generation to build dynamic, multi-shot narratives
- Storyboard Editor to create videos with any number of scenes
- Single & Multi-Character Dialogue for more expressive, story-driven ads
- Camera, Lighting & Mood Controls to fine-tune the look and feel of every scene
- Mix AI + Live Footage by combining generated video with recorded content
- UGC & Influencer Styles to create social native, platform-ready creative
- Collaborative Editing for teams to create and iterate together
- Multi-Format Video Creation supporting vertical, square, and 16:9 formats and any duration

Together, these updates make QuickFrame AI a more powerful creative engine, built for real-world workflows and designed to take ideas from concept to live campaign, fast.

Learn more at quickframe.com.

About MNTN

MNTN (NYSE: MNTN) is the Hardest Working Software in Television™, bringing unrivaled performance and simplicity to Connected TV advertising. Our self-serve technology makes running TV ads as easy as search and social and helps brands drive measurable conversions, revenue, site visits, and more. MNTN was named one of Fast Company’s Most Innovative Companies and Next Big Things in Tech and was recently featured on the cover of INC’s Best in Business Issue. For more information, please visit <https://mntn.com>.

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Press Contact: **press@mountain.com**

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