



NEWS RELEASE

# MNTN's Latest Innovation, QuickFrame AI, Scales Rapidly With New AI Video Features Including Consistent Characters, Products, and Locations Across Campaigns

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New "Did AI Do That?" video starring Jaleel White highlights how brands can now create TV ads in minutes powered by QuickFrame AI

NEW YORK--(BUSINESS WIRE)-- MNTN (NYSE: MNTN), the technology platform that brings performance marketing to Connected TV, today unveiled several major updates to **QuickFrame AI**, its AI-powered video creation platform that enables brands to produce professional, performance-ready TV and social video in minutes.

QuickFrame AI removes one of the biggest bottlenecks in modern marketing: making enough high-quality video, fast. While targeting, measurement, and reach have evolved, creative production hasn't kept pace. QuickFrame AI combines AI generation with professional-grade creative controls so teams can produce polished videos quickly, iterate continuously, and export finished creative directly into MNTN, TikTok Ads Manager, Meta Ads Manager, and Google Ads Manager.

"Since the beta launch late last year, QuickFrame AI has become one of the fastest-growing tools in the MNTN suite," said Mark Douglas, Founder and CEO of MNTN. "We proved that anyone can go from idea to a ready-to-run video in minutes, with AI orchestration and real editing control. With the latest release, we're taking the next step - giving marketers a way to create consistent, on-brand video at scale so they can test, iterate, and grow at the speed modern marketing requires."

## What's new in QuickFrame AI

QuickFrame AI's latest release takes AI video from one-off generation to a reusable brand system, built to keep creative consistent and on-brand across campaigns.

- **Consistent Products, Characters, and Locations (New):** Reusable brand building blocks. Create or upload your products, characters, and locations once, then reuse them across every video. Generate from text prompts, visual references, or a product URL, and keep assets organized in a central library with profiles and metadata to maintain accuracy and brand consistency across scenes and campaigns.
- **Director-Level Control (New):** Direct like you're working with a cast and crew, controlling product placement, character movement, scene tone, and shot style. Fine-tune how products appear on screen, how characters perform, and how settings look, delivering more creative control without sacrificing speed.
- **Effects (New):** A library of scene-level moments. Users choose from a gallery of pre-designed scene effects to elevate a moment instantly, then optionally add reference imagery (like a product shot or brand asset) to insert a brand directly into the scene. Effects are designed to solve common creator pain points: limited control from full-video generation, tedious editing when outputs miss the mark, and a lack of inspiration for scene-level styles.
- **Orchestration (Enhanced):** QuickFrame AI's orchestration layer coordinates multiple cutting-edge models to generate scenes with awareness of pacing, narrative continuity, spatial relationships, and visual context. This is foundational to producing higher-quality outputs and supports MNTN's goal of shipping professional-grade capabilities rapidly by integrating and orchestrating the best available models.

## New MNTN campaign launch: "Did AI Do That?" starring Jaleel White

The new brand campaign, "**Did AI Do That?**" stars actor and comedian Jaleel White showcasing how advertisers can go from an idea to a TV-ready ad with QuickFrame AI.

### Availability

QuickFrame AI is available now as part of the ongoing beta. Advertisers can learn more at: [quickframe.com](https://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](mailto:press@mountain.com)

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