Qvest Shares Expertise on Applied AI at NVIDIA GTC AI Conference

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Cologne/San Jose, March 17, 2025 – Qvest, a global leader in media-focused practices and services, will contribute to this year’s NVIDIA GTC with a presentation on tapping the potential of unstructured data in modern media processing. As a pioneer in Applied AI in the media industry, Qvest provides tailored strategic solutions that empower businesses to harness artificial intelligence effectively across the entire content supply chain.

The NVIDIA GTC is a premier global event showcasing the latest advancements in AI and accelerated computing across industries. At the conference, Christophe Ponsart, EVP and Applied AI Practice Co-Lead at Qvest, will deliver a session on "Unlocking the Potential of Unstructured Data." This session will offer practical insights into advanced technologies that help businesses maximize the value of their digital assets and streamline workflows. Ponsart will explore how businesses can harness unstructured data to unlock new opportunities — a key pillar of Qvest’s expertise in Applied AI.

Qvest specializes in developing AI-driven solutions tailored for the media and entertainment industry. From identifying high-impact use cases and building proofs of concept to implementing enterprise-scale AI solutions, Qvest focuses on real-world adoption. These innovations include technologies for automated detection and analysis of key moments in live broadcasts, as well as the identification of sensitive or culturally significant content in images, videos, and audio. These advancements empower organizations to enhance efficiency, deliver personalized content, and unlock new revenue streams.

By forming a strategic collaboration with NVIDIA in 2024, Qvest strengthened its Applied AI expertise to develop advanced AI-driven applications for the media industry. This collaboration enables optimized solutions for content analysis, automated workflows, and real-time video processing, helping companies worldwide better manage their digital assets and unlock value from their content.

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The technologies showcased at NVIDIA GTC, along with additional innovations from Qvest, will be featured at the 2025 NAB Show in Las Vegas. In addition to advancements in Applied AI, attendees will have the opportunity to explore cutting-edge developments in broadcast & newsroom transformation, OTT and monetization, innovations in sports live streaming, and more. For more details, visit: www.qvest.com/en/events/nab2025

More information on NVIDIA GTC and registration: www.nvidia.com/gtc/

Title: Unlock the Potential of Unstructured Data
Speaker: Christophe Ponsart, EVP, Qvest
Date & Time: Wednesday, Mar 19, 10:00 AM - 10:40 AM PDT

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