Qvest unveils GenAI offerings and latest product developments at NAB Show 2024

04/15/2024

Cologne/ Las Vegas, April 15, 2024: Qvest, the industry leader in media-focused consulting and technology implementation, will feature new GenAI offerings and products, ranging from cloud playout and studio playout over media workflow automation to OTT solutions in Media & Entertainment and Sports at the NAB Show. Visitors can explore how Qvest is harnessing the power of GenAI, empowering customers to thrive in an ever-evolving industry landscape for future-proofing their business.

With its biggest presence so far at the NAB Show, Qvest will focus on GenAI innovations and integrated solutions with cutting-edge technology and forward-thinking strategies, tailored specifically for the media industry.

In dialog with Qvest leaders and experts, attendees can engage on the latest innovations, trends, and developments in media-focused practice fields such as GenAI, Broadcast Transformation and Systems Integration, Digital Media Supply Chain, OTT, IP & Rights Management as well as Foresight & Innovation, Customer Experience and Salesforce. With its GenAI practice, Qvest will showcase the following accelerators, across broadcasting, marketing, advertising, content licensing and legal, to turn ideas into tangible business growth:

1. Contract Terms Extraction
2. Ad Sales Copilot Data Enablement between Microsoft, Salesforce, and Snowflake
3. Content Licensing Copilot
4. Marketing Asset Creation
5. Story-Centric News Content Discovery & Automation

In addition to its service offerings, Qvest will highlight the latest global product development:

clipbox
The studio server clipbox is truly designed to enhance studio ingest and playout with future-proof connectivity and unparalleled cost-efficiency. New features like the cockpit view for rundown centric workflows, newly connectivity to systems such as Pebble Marina, SGT VEDA and VidiControl or the full NDI Support for ingest and playout even enhance the studio management within current infrastructures, accommodating up to 12HD or 4UHD channels within two rack units. For advanced ingest and playout flexibility, it supports UHD/HD, SDI, IP, NDI, and TS architecture combined with simple control and integration via API, MOS, VDCP, and AMP.

makalu

makalu is a cloud playout automation to easily launch and manage playout for linear, OTT, and FAST. With its user-friendly, open architecture, the solution enables entering new markets, monetize content, and boost revenue at scale. For this year´s NAB Show makalu was upgraded with more than 20 new features, including audio channel mapping, MOS protocol support, live source switching and an improved metadata management. Thanks to the newly implemented multichannel operations, ingested channel signals can now be edited and operated simultaneously.

qibb

qibb is the leading vendor-agnostic automation and integration platform for the media industry. Since last NAB Show, qibb has tripled the number of nodes to over 120, including new industry heavyweights like Avid with Media Central Cloud (MAM and PAM) and EVS with IPD-VIA. Leveraging these pre-integrated connectors, qibb automates manual processes, connects new technologies at speed, and empowers customers to maintain workflows in-house. With more than 20 integrated AI services qibb furthermore enables to deeply integrate GenAI into existing production and distribution workflows.

TVXRAY

For broadcast and OTT, TVXRAY provides a wide range of personalization options for an enhanced live sports experience. With TVXRAY, users enjoy a truly personalized and interactive experience with engagement overlays including highlight clips from any live game based on the patented automated AI highlights, live statistics instantly and personalized video alerts as well as an in-game EPG. The AI-based Software-as-a-service solution can seamlessly be integrated across all devices, assuring that the viewers' attention remains on the content they follow by adding features on the first screen.

TV Buddy

TV Buddy will be showcased at an international and leading trade show for the first time. TV Buddy is a new entertainment tool powered by Conversational AI that provides concise and entertaining answers to individual questions about live events or shows in a 1-to-1 messenger conversation with expert knowledge. A new chance to leverage the existing content in a new outlet in a direct to consumer channel.