Qvest Unveils V-Cropper Blueprint Powered by NVIDIA

09/09/2026

Cologne, Germany / Santa Clara, California, September 9, 2026 – Qvest, a global leader in media-focused services will present the V-Cropper Blueprint powered by NVIDIA for the first time at IBC 2026. Developed by Qvest using NVIDIA AI and deployment technologies, the application automatically crops horizontal video into different aspect ratios, including vertical formats optimized for mobile and social media. It enables media organizations to accelerate content creation while maintaining control over their content and AI infrastructure.

Turning horizontal sports and live content into vertical formats for social media currently requires significant manual editing. The V-Cropper Blueprint from Qvest automates this process by tracking relevant subjects and sports scenes in motion – such as athletes, players, and balls – and keeping the action in frame, helping media teams create mobile content faster.

“For media organizations, the value of AI is not the model itself, but what it enables within real production workflows,” said Fares Birke, Principal – Practice Lead Applied AI at Qvest. “Especially in sports, speed matters. Monetizing the moment means turning live action into engaging content while it is still relevant. Our V-Cropper Blueprint does exactly that while giving organizations control over how and where their AI workflows operate.”

Developed by Qvest’s Applied AI and R&D Accelerator Team, the V-Cropper Blueprint can run locally or in cloud environments, enabling media organizations to process content without relying on external multi-tenant AI services.

“Live moments evolve by the second, yet adapting horizontal video for mobile audiences remains time-consuming and manual,” said Richard Kerris, Vice President and General Manager of Media and Entertainment at NVIDIA. “Built with NVIDIA AI,

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Qvest’s V-Cropper Blueprint turns that bottleneck into an adaptable workflow, helping media teams bring sports and live content to every screen faster while retaining control of their content and infrastructure.”

The solution uses NVIDIA NIM microservices for optimized AI inference and NVIDIA Brev for reusable deployment configurations. Its containerized architecture supports flexible deployment, while a labeling and tuning interface allows teams to adapt tracking behavior to different sports and content scenarios.

The V-Cropper Blueprint will be made available through NVIDIA Build as an open-source foundation that media organizations can adapt to their own workflows and requirements.

Visitors can experience the V-Cropper Blueprint at the Qvest booth, 10.C24, at IBC 2026.

Qvest will also share insights into AI-driven business impact in a live panel discussion “Real Talk Live: AI everywhere. Business value anywhere?” on Sunday, September 13, from 11:00–11:45 a.m. CEST. During the panel discussion, Stefan Kollinger, Chief Innovation Officer at ORF, Austria; Michael Kaplan, Director, AI for Media Ecosystem & Partner GTM at NVIDIA; and Alexander Günther, Managing Director at Sportcast, will share their perspectives on how media companies can move beyond isolated AI use cases and turn AI initiatives into meaningful business value.

Qvest at IBC Show
September 11–14, 2026
RAI Amsterdam
Hall 10 | Booth 10.C24

Pictures:

- Fares Birke, Principal – Practice Lead Applied AI, Qvest
- Screenshot “V-Cropper Blueprint”

Additional Material:
V-Cropper Blueprint at NVIDIA

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