



# IBC Accelerator Programme 2025

Where innovation has no limits

shaping  
the future

Google Cloud

Headline sponsor



AMD

SHURE

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# IBC INCUBATOR: CHANGING THE GAME...AGAIN!

#IBCAccelerators2025

Champions:



Participants:



Xansr Media



WHY NOW



# PROBLEM STATEMENT

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#IBCAccelerators2025

As the sheer volume of content expands, and audience interests become more fragmented, content providers need new ways to engage with audiences.

The competition for attention is steep, and so if providers are going to keep audiences engaged, they must leverage personalization.



- 7,000 hours broadcast
- 329 medaled events



- 380 games
- 760 hours broadcast



- 272 games
- 816+ hours broadcast



# CHALLENGE OVERVIEW & OBJECTIVES

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Deliver personalized highlight reels with overall sports data and statistics that have been tailored to each audience member based on information and nuances they have provided in an organic way.

- Heightened Personalization including: voice, localization, data shown, players, overlays and zooms/ camera angles.
- Latency to be reduced both in conversation and in media playout
- Polished interface







Creating this kind of personalization will be experienced wirelessly with low-latency and in real-time.

To accomplish this, we will look at different technological ways of enabling AI while leveraging LLM data and media components for personal devices, creating an in-and-out of venue experience.



# INDUSTRY VISION

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Personalization and instant interactivity is undoubtedly the next step in our media evolution.



## Create an efficient and creative way to:

- Deliver personalized content that the audience wants
- Democratize accessibility and distribution of new sport content
- Create different revenue paths for content providers
- Put the fan experience first



# FROM ACCELERATOR TO INCUBATOR





# ACCELERATOR



#IBCAccelerators2025

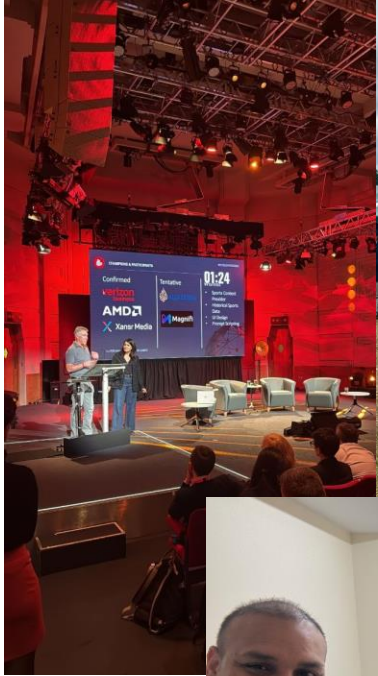
- 2023 (Fall/Winter) Accelerator - Ideation + Attachments
- 2024 (Winter) - 2024 IBC Kickstart Day
- 2024 (Spring) Accelerator - Team Formation
- 2024 (Summer) Accelerator – Solutioning
- 2024 (Fall) Accelerator – Demo Introduced at IBC





# INCUBATOR

#IBCAccelerators2025

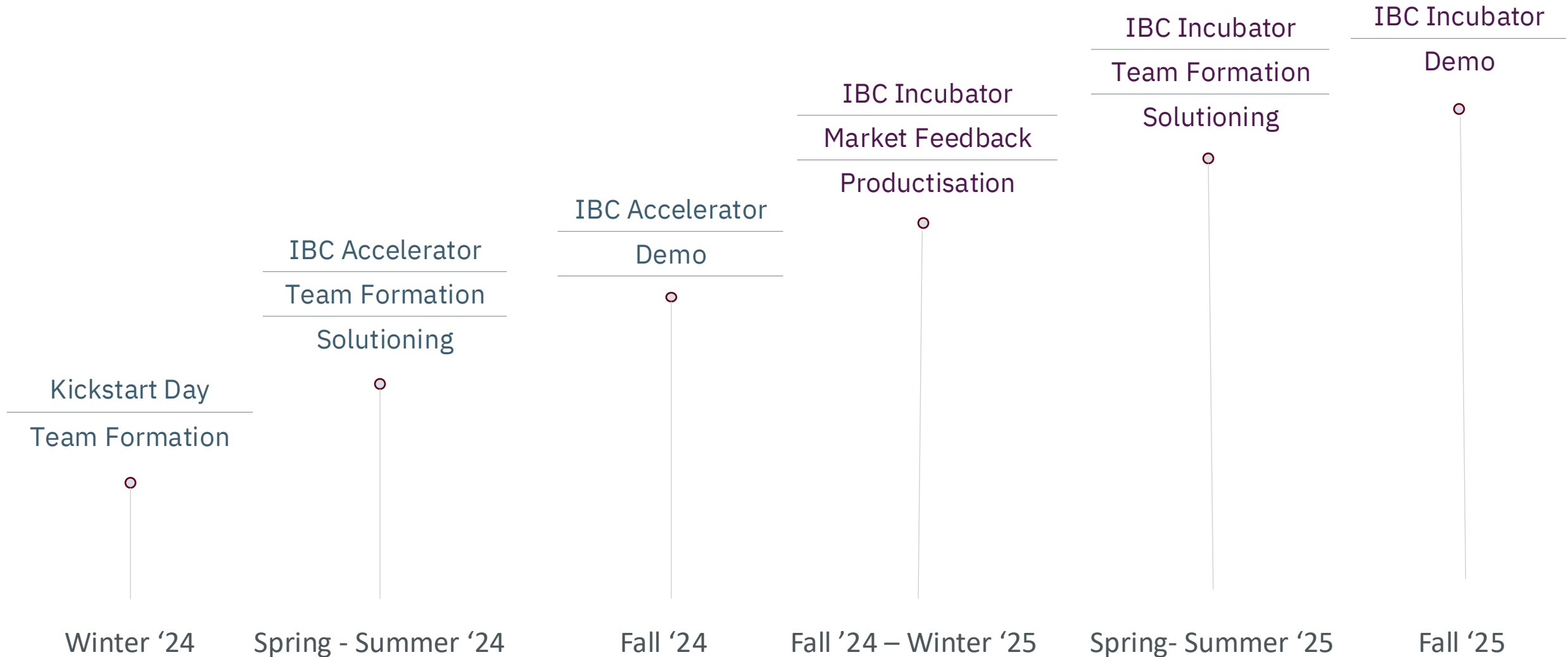


- 2024 (Fall/Winter) - Continued Market/User Validation Testing by Xansr Media
- 2025 (Winter) - 2025 IBC Kickstart Day
- 2025 (Spring) Incubator Team Formation
- 2025 (Summer) Incubator – Solutioning
- 2025 (Fall) Incubator – Demo Introduced



# OUR JOURNEY SO FAR

#IBCAccelerators2025







# GLOBAL TEAM: FROM ACCELERATOR

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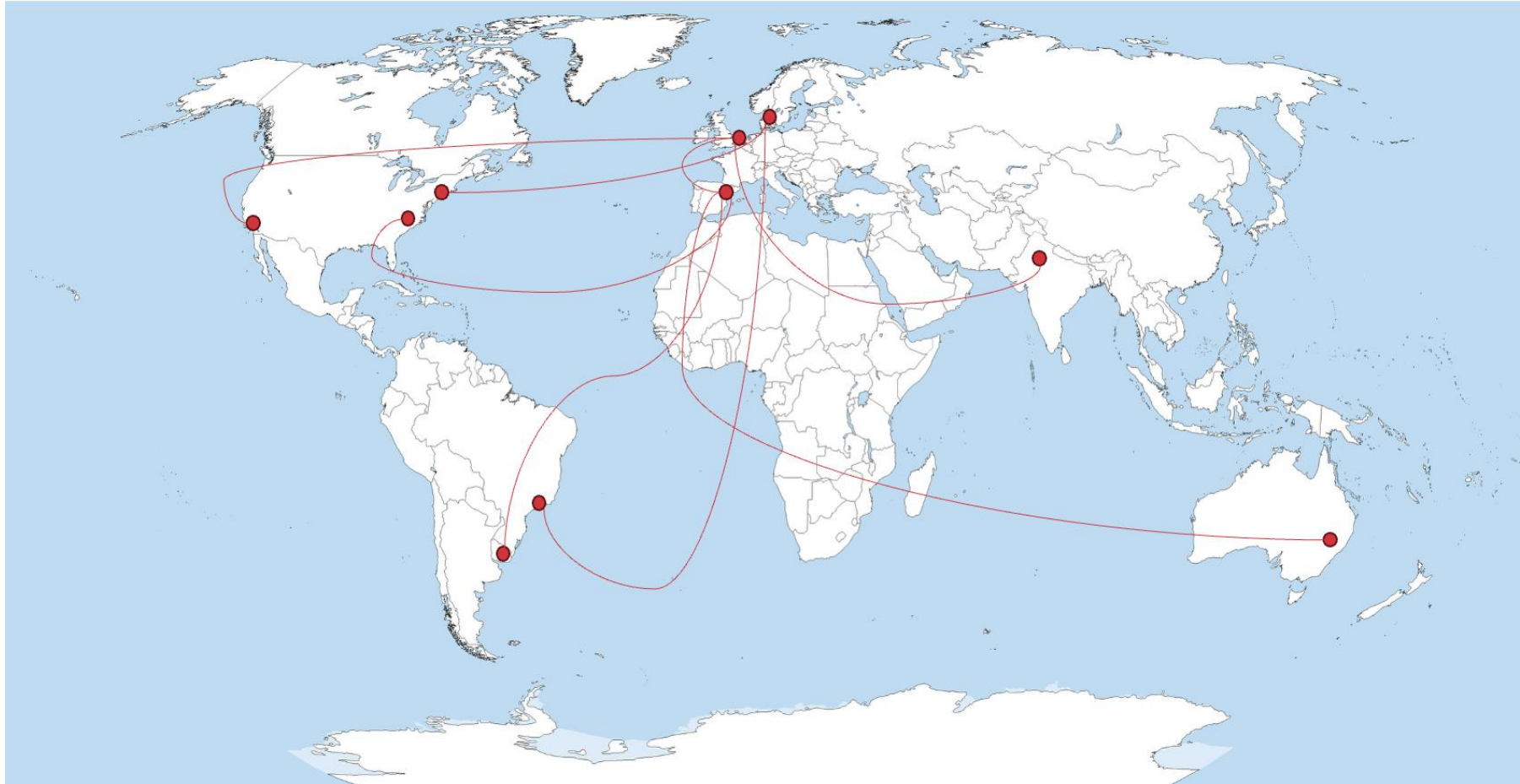
#IBCAccelerators2025





# GLOBAL TEAM: TO INCUBATOR

#IBCAccelerators2025





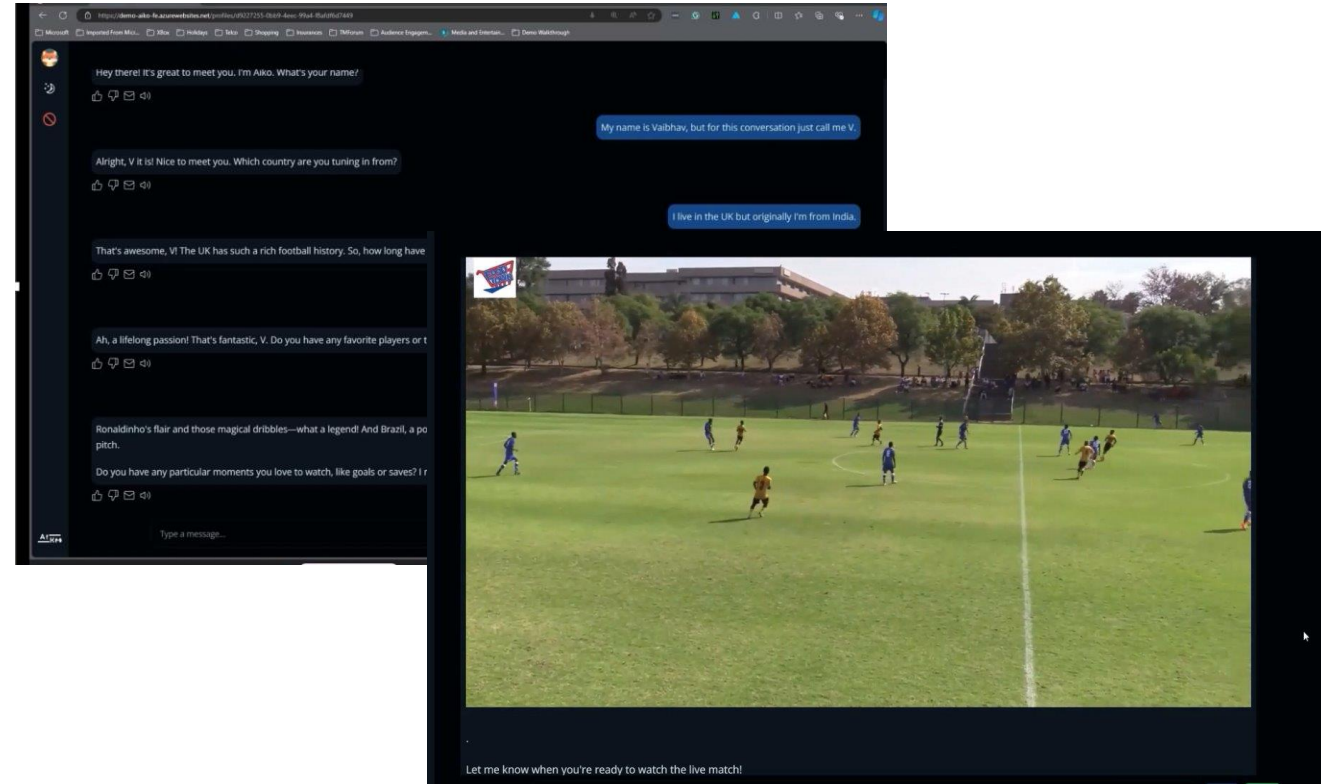


# INTERFACE & FUNCTIONALITY: FROM ACCELERATOR

#IBCAccelerators2025

## FEATURES:

- Different voices available
- ChatGPT-like interface (audio/text)
- Personalised Highlight clips based on user conversation
- Audio descriptive commentary of live match and highlights



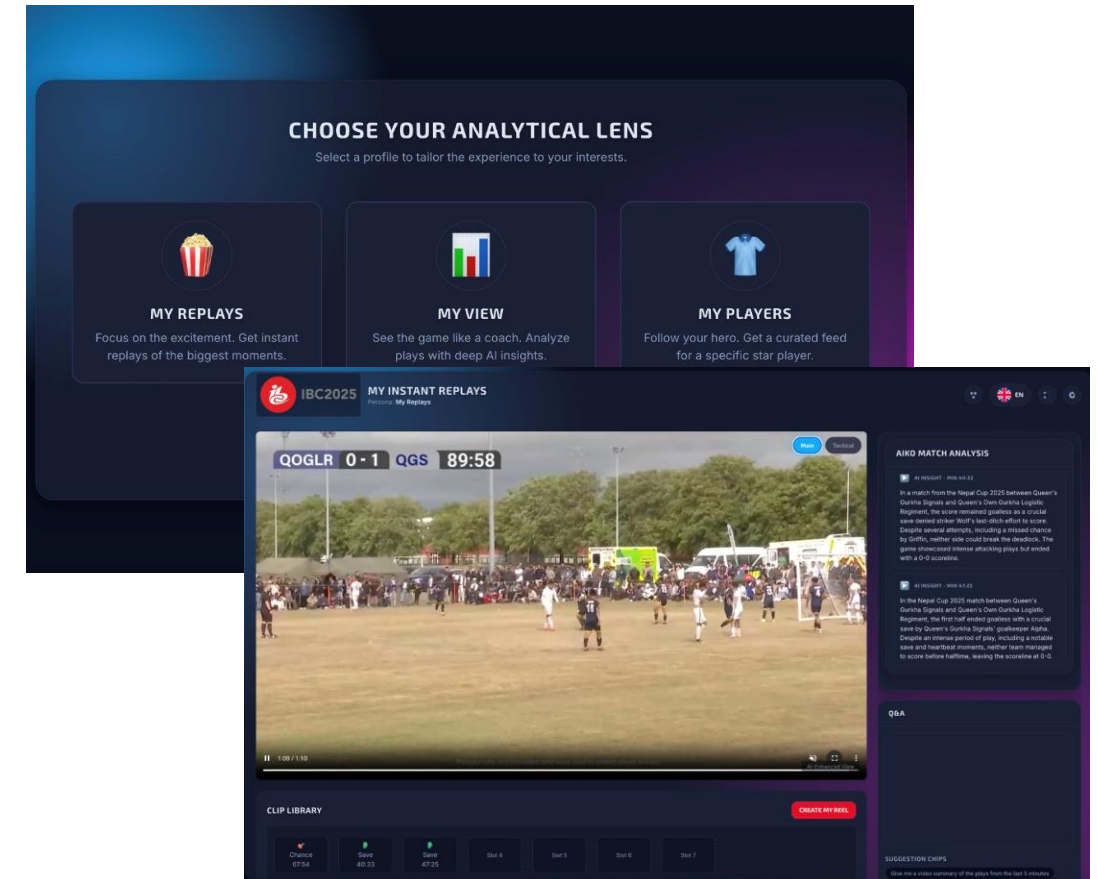


# INTERFACE & FUNCTIONALITY: TO INCUBATOR

#IBCAccelerators2025

## FEATURES:

- Diversity - Multilingual-First Approach
- Multi Persona - Different lens experiences (Fan, Coach, Scout)
- More flexibility in providing user preference autonomy
- Proactive Content Creation - Live Match Analysis, Commentary, Q&A (Live Version of Aiko)





# CONTENT: FROM ACCELERATOR

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- Two different options:
  - World Freestyle Football Association
  - SuperSport Schools







# CONTENT: TO INCUBATOR

#IBCAccelerators2025

## BFBS (British Forces Broadcasting Services)

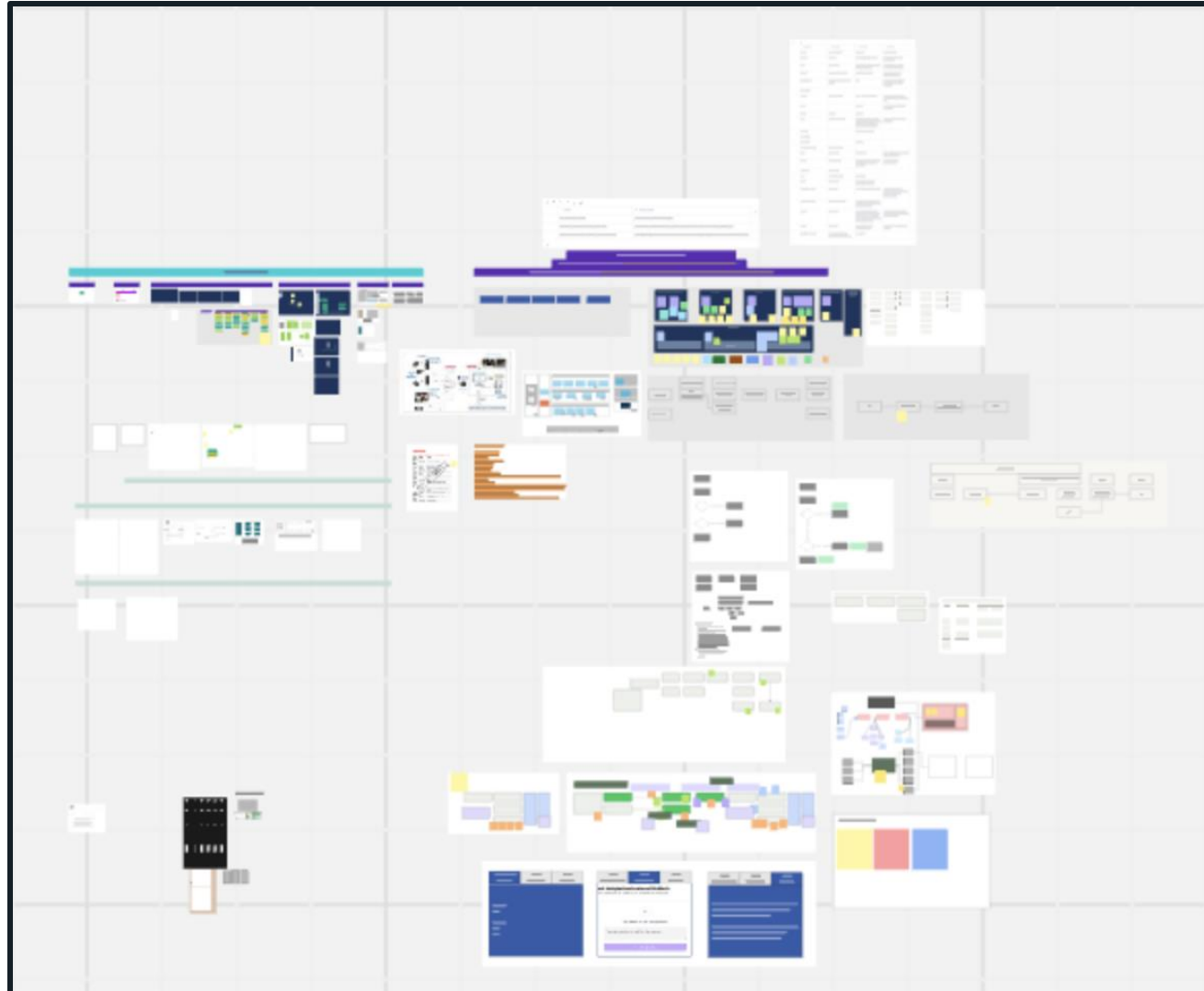
- Interested since Kickstart Day
- Had professional broadcast setup already
- Rights were less of an issue, and addressable
- Had the ability to produce additional content





# IDEATION: ACCELERATOR TO INCUBATOR

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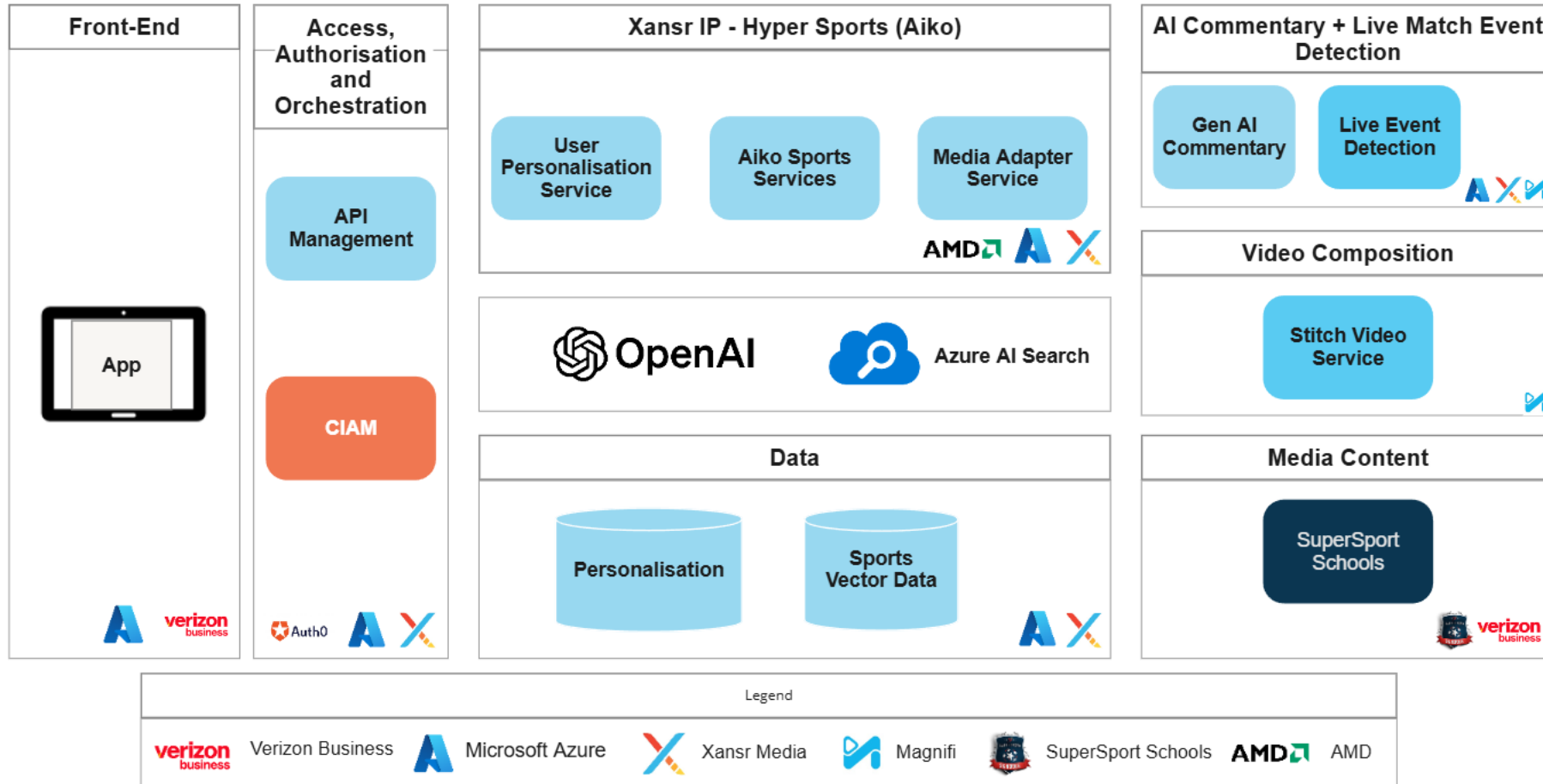






# ARCHITECTURE: FROM ACCELERATOR

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# ARCHITECTURE: TO INCUBATOR

#IBCAccelerators2025

## Virtual Camera and Content



Nepal Cup



## Live Graphics

Live Scores

Graphics



## OTT

Transcoding

Packaging

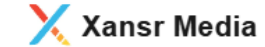


## AI Inference - Aiko

Match Analytics

Personalisation

Expert QnA



## App Experience

Secondary Screen App

User Validation



## Infra

AI Compute

AI Edge

5G Connectivity

Performance Optimisation



## Ethical AI

AI Guidelines



## Legend





# AI COMPUTE LANDSCAPE: ACCELERATOR TO INCUBATOR

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Accelerator
Single LLM - Azure Open AI
Cloud

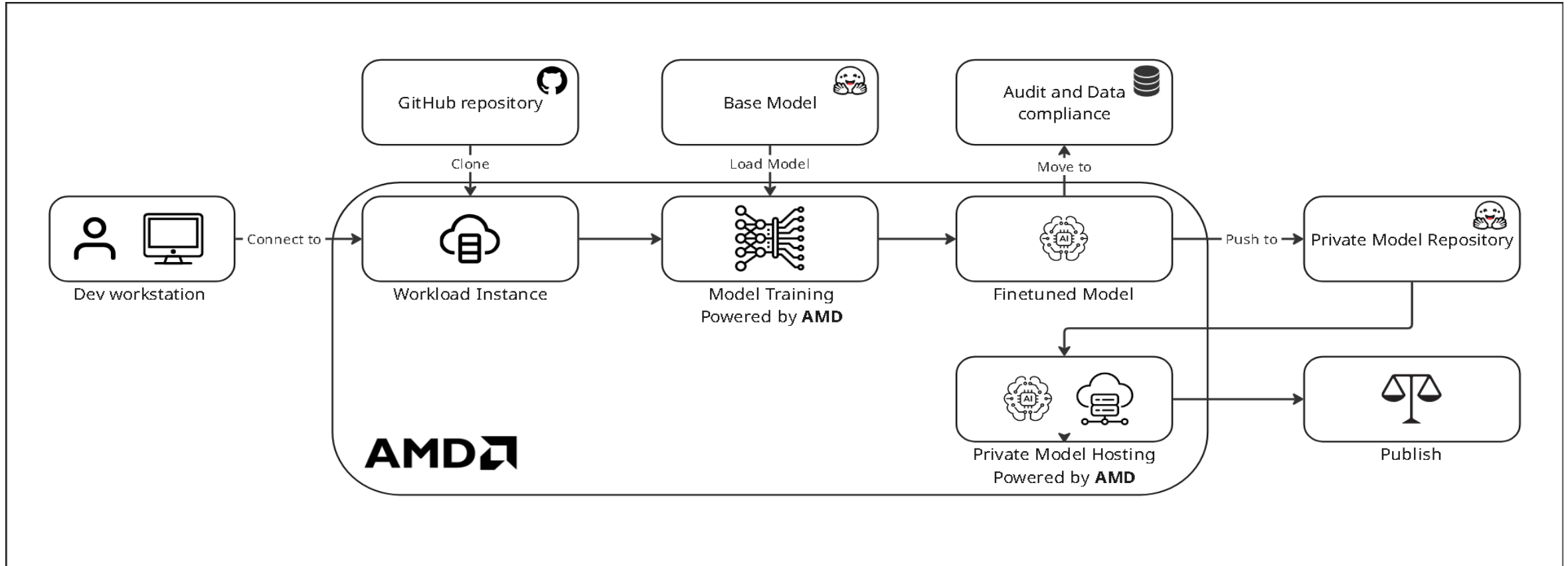
Incubator
Agentic
Cloud + AMD Edge
3x Cost Reduction

Heading Towards
Agentic
AMD Edge + Cloud
20x Cost Reduction



# AI COMPUTE LANDSCAPE: ACCELERATOR TO INCUBATOR

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# ETHICS & PRIVACY





# ETHICS – FOUR PILLARS

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**AI Risk  
Management**

**Data Privacy  
& Governance**

**Fairness,  
Transparency  
& Non-  
Discrimination**

**Intellectual  
Property &  
Content  
Integrity**



## Ethics – Four Core Pillars (Framed by Tesla Technologies)

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- **AI Risk Management:** A Hybrid Framework will combine the EU's regulatory, risk-based classification with the U.S. NIST's (National Institute of Standards and Technology) process-oriented approach (Govern, Map, Measure, Manage). This will be documented in a Unified Risk Management Log (URML).
- **Data Privacy & Governance:** The project will implement a "Global Standard" for fan data, based on the most stringent requirements of both the GDPR and US state-level laws like CCPA (California Consumer Privacy Act)/CPRA (California Privacy Rights Act). This includes a mandatory Data Protection Impact Assessment (DPIA) for personalization features.
- **Fairness, Transparency & Non-Discrimination:** A proactive strategy will combat algorithmic bias throughout the AI system's lifecycle, from data collection to post-deployment monitoring. The project will also adhere to the EU AI Act's mandatory transparency obligations, such as clearly labeling AI-generated content and disclosing when a user is interacting with the virtual companion.
- **Intellectual Property & Content Integrity:** Policies will ensure the project has the legal rights to use content for training and define the ownership and licensing of AI-generated content.



# Ethics – Overview

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- **Guiding Philosophy:** Create a globally recognized standard of "Trustworthy AI" by integrating the EU's rights-based approach (e.g., GDPR, EU AI Act) with the US's innovation-focused, risk-management framework (e.g., NIST AI RMF, CCPA).
- **Strategic Imperative:** The framework is a practical necessity, not an abstract concept, because the project's reliance on deep personalization and user interaction introduces significant legal, financial, and reputational risks related to fan data and algorithmic bias.
- **Unified Framework as a Solution:** A single, overarching framework is essential to protect shared interests, as the fragmented global landscape of AI governance increases governance costs and creates the risk of inconsistent compliance, which can compromise the final product's legal and commercial viability.
- **Framework in Action:** The framework provides specific guidelines for each project component, such as conducting bias audits on the highlight reel algorithm, implementing safeguards against harmful information from the virtual companion, and ensuring transparent data usage through a user-facing privacy dashboard.



# PRIVACY

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Due to the nature of this project, we looked at different ways to maintain privacy for players.

We considered many options, and realized while not all would be appropriate for this use case, it opens up other possibilities





DEMO

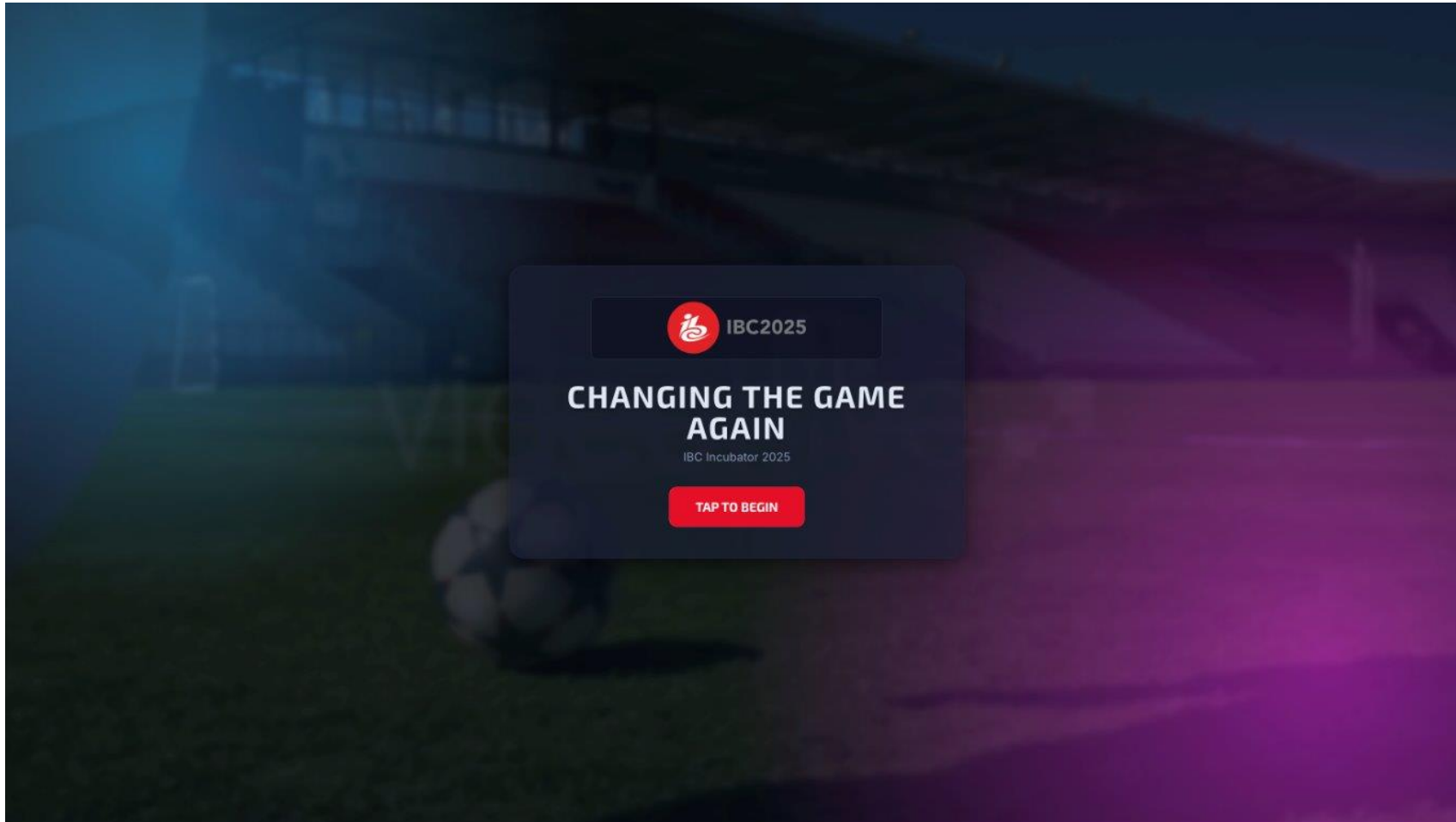




# DEMO: LAUNCH APP

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# DEMO: WELCOME

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#IBCAccelerators2025

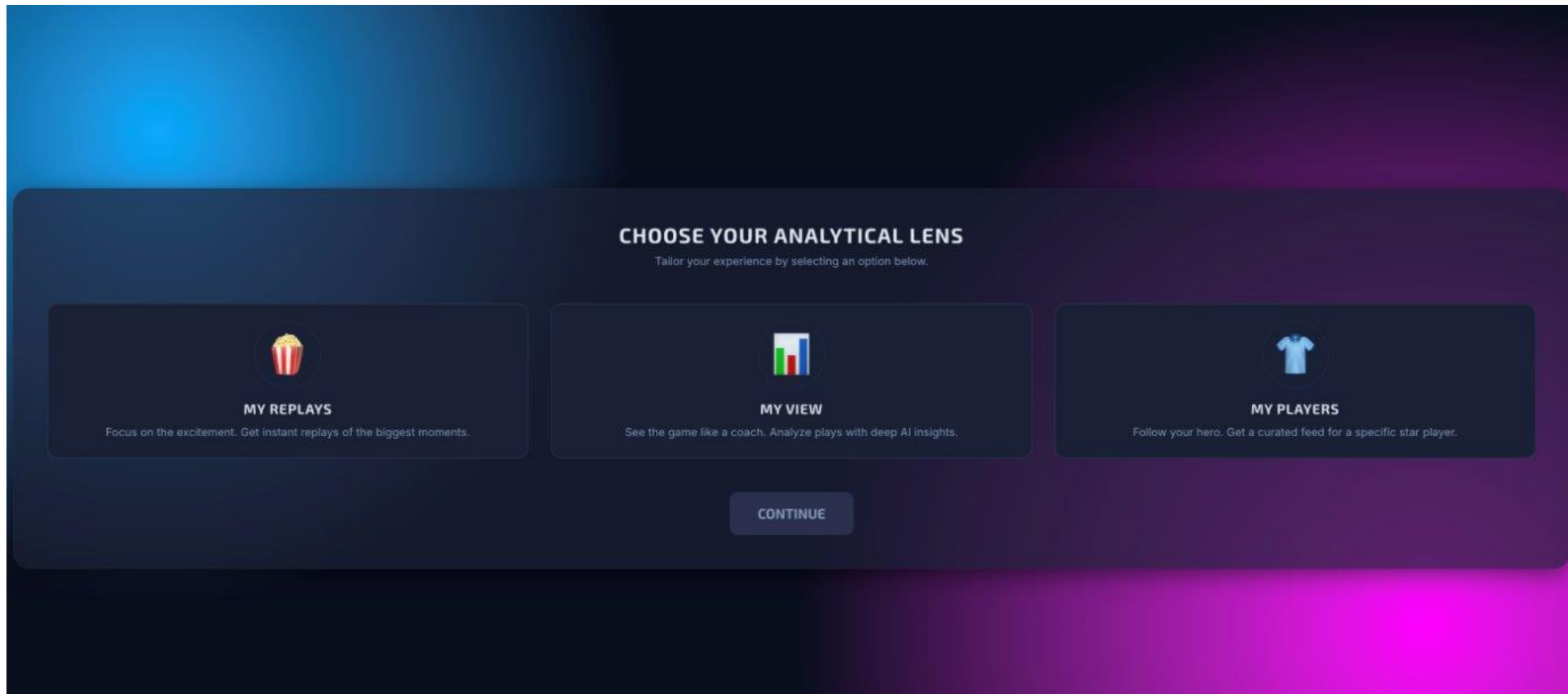
**WELCOME, ERINROSE!**

The system recognizes you and has pre-configured your experience.



# DEMO: YOUR ANALYTICAL LENS

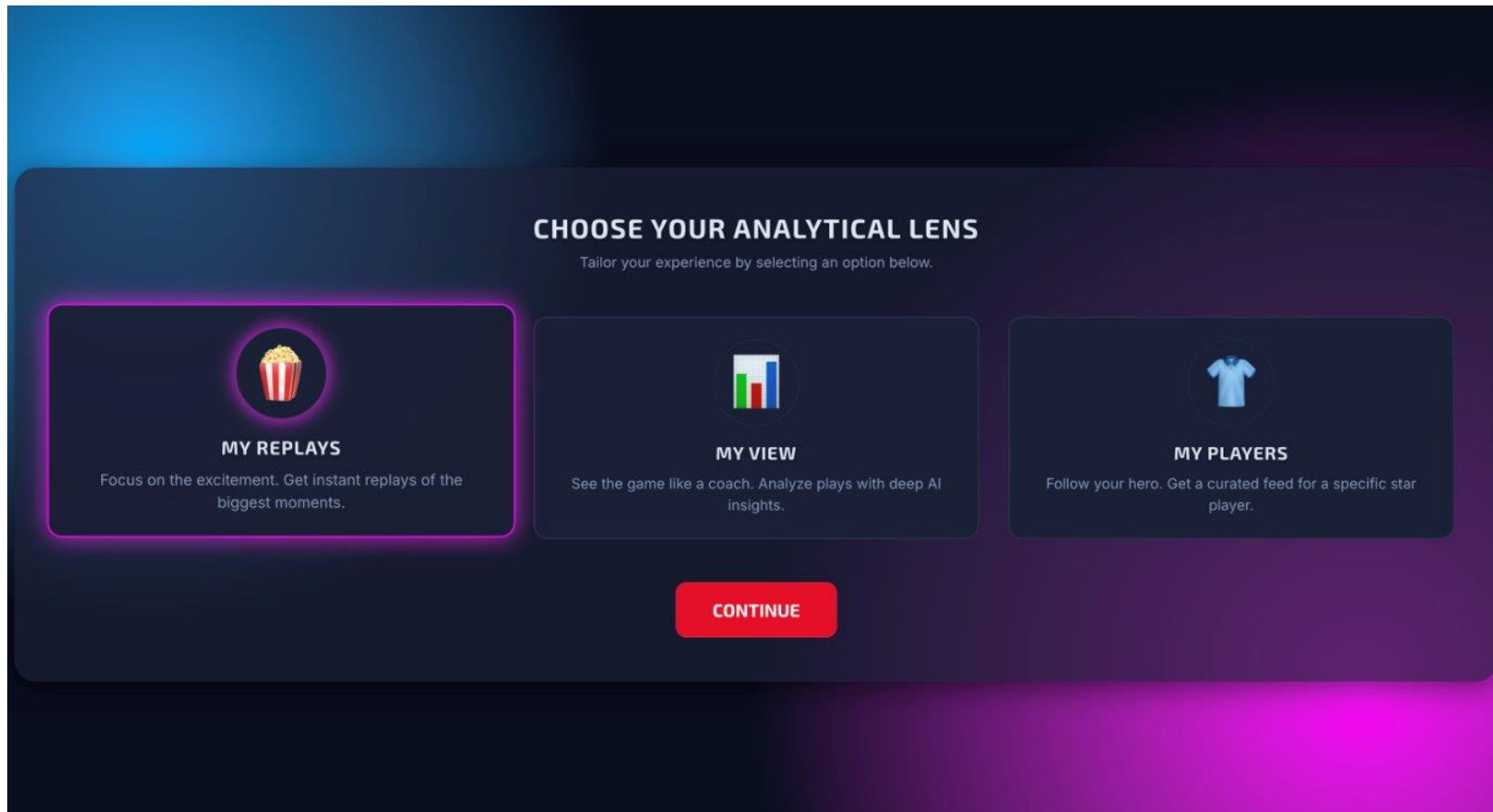
#IBCAccelerators2025





# DEMO: CHOOSE YOUR ANALYTICAL LENS

#IBCAccelerators2025





# DEMO: MY INSTANT REPLAY VIEW

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The screenshot displays the 'MY INSTANT REPLAYS' interface for IBC 2025. The main video player shows a soccer match between QOGLR and QGS, with a score of 0-0 and a time of 48:37. The match is taking place on a grass field with spectators in the background. A text overlay at the bottom of the video reads: "Pseudonyms and simulated data were used to protect player privacy." Below the video player, there is a 'CLIP LIBRARY' section with a grid of clips and a 'MATCH TIMELINE' section with a series of icons representing different match events. On the right side of the interface, there is a sidebar with sections for 'ADD MATCH ANALYSIS', 'ADD DATA', and 'ANALYSIS TOOLS', each containing various interactive elements and a search bar.





# DEMO: MY INSTANT REPLAY VIEW – NAVIGATION MENU

#IBCAccelerators2025

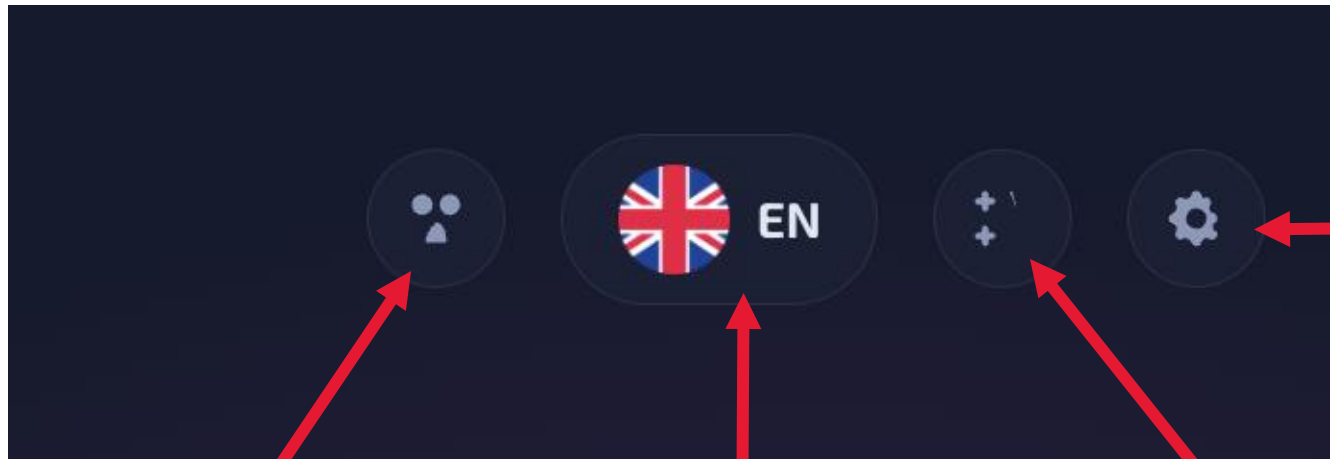


Navigation Menu



# DEMO: NAVIGATION MENU

#IBCAccelerators2025



Goes back to  
Analytical Lens Menu

Select your language

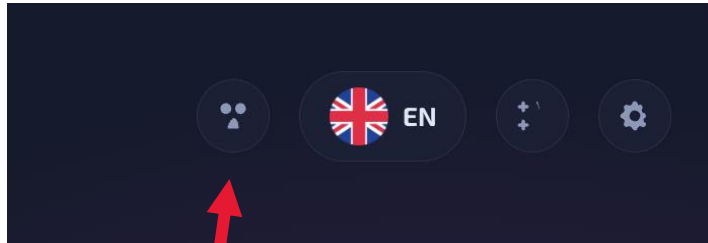
User Tour

Settings

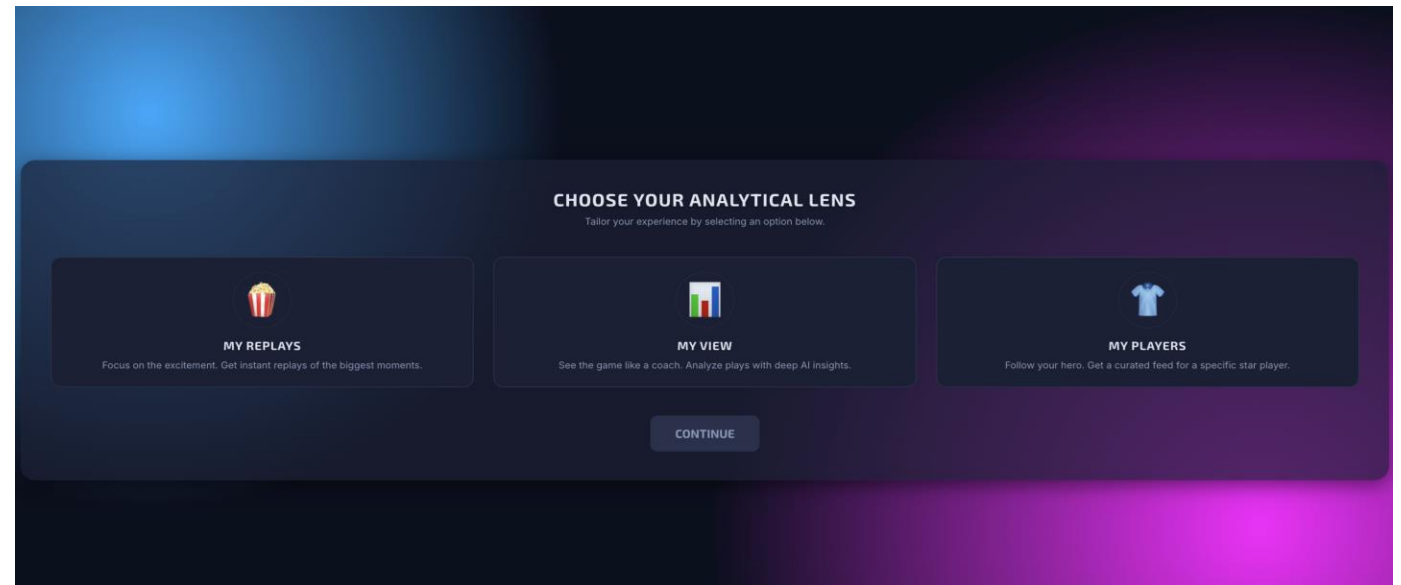


# DEMO: NAVIGATION MENU – CHOOSE YOUR ANALYTICAL LENS

#IBCAccelerators2025



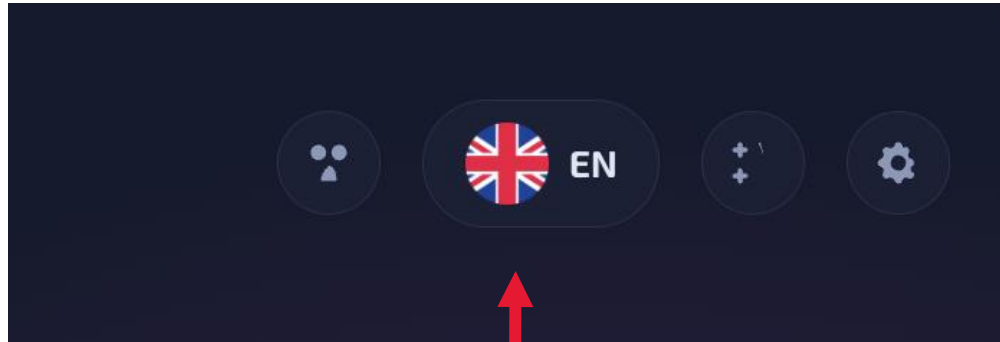
Goes back to  
Analytical Lens Menu



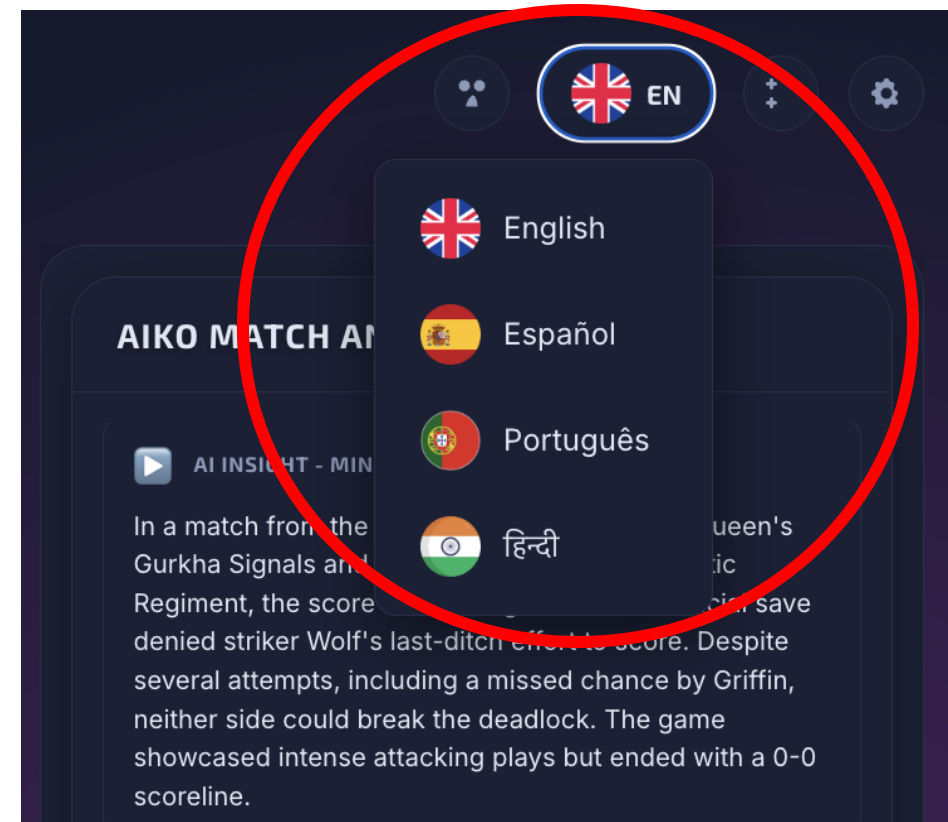


# DEMO: NAVIGATION MENU – SELECT YOUR LANGUAGE

#IBCAccelerators2025



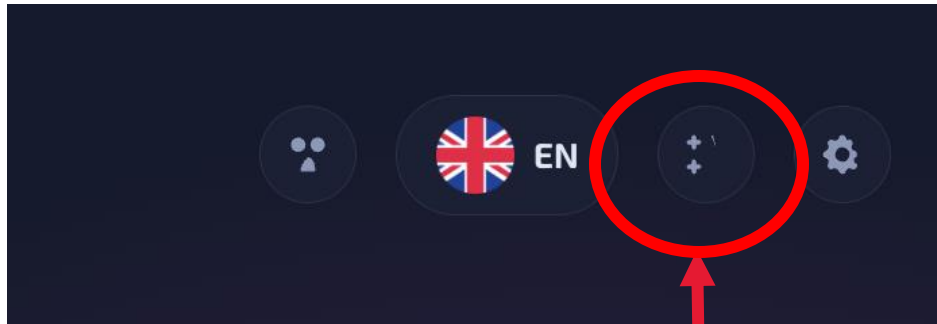
Select your language





# DEMO: NAVIGATION MENU – USER TOUR

#IBCAccelerators2025



User Tour

## MAIN VIDEO PLAYER

This is where you will see the live action and the replays. Pay attention to the AI-Enhanced View!

SKIP TOUR

1 / 7

NEXT

## FULL MATCH TIMELINE

Explore the match chronologically. Click on any event to watch the instant replay.

SKIP TOUR

2 / 7

NEXT

## CLIP LIBRARY

Find shortcuts to the most important moments of the match, like goals or key passes.

SKIP TOUR

3 / 7

NEXT

## MY STUDIO

Click here to open "My Studio". You can drag and drop clips to create and share your own personalized highlight reel.

SKIP TOUR

4 / 7

NEXT

## CHAT WITH THE AI

Type your questions, use the suggestion chips that will appear, or even drag an event from the timeline here to learn more.

SKIP TOUR

6 / 7

NEXT

## AIKO MATCH ANALYSIS

Your AI assistant is always here to help with real-time analysis and to answer your questions about the match.

SKIP TOUR

5 / 7

NEXT

Click the gear icon to access settings, where you can enable high-contrast mode or change the text size.

SKIP TOUR

7 / 7

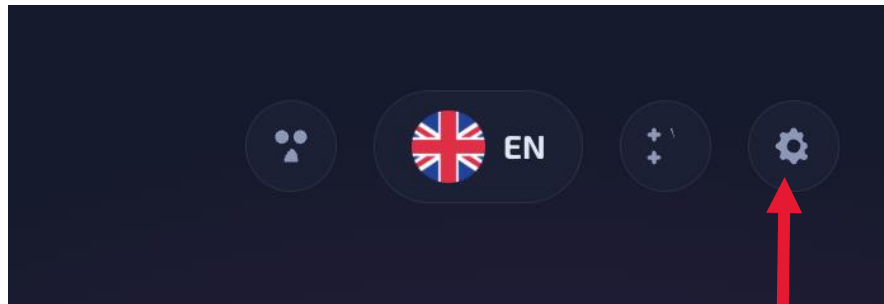
FINISH



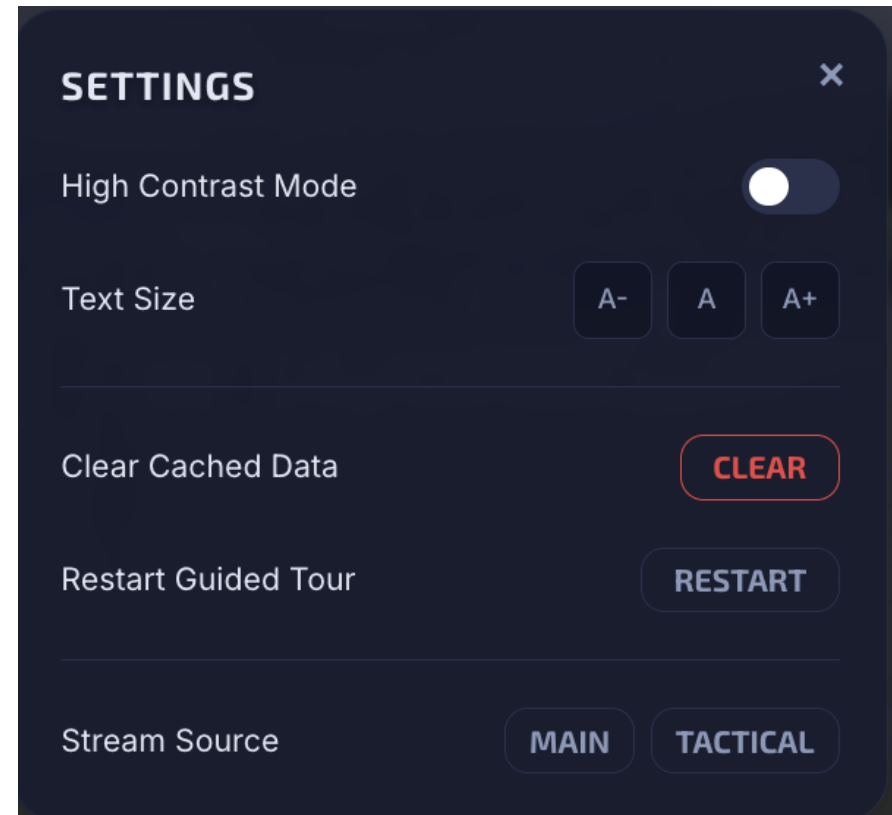


# DEMO: NAVIGATION MENU – SETTINGS

#IBCAccelerators2025



Settings



[illegible]



# DEMO: MY INSTANT REPLAY VIEW – LIVE CLIP LIBRARY & MATCH TIMELINE

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## Clip Library & Match Timeline

### CLIP LIBRARY

CREATE MY REEL

Chance  
07:54

Save  
40:33

Save  
45:00 + 2:25

Slot 4

Slot 5

Slot 6

Slot 7

### MATCH TIMELINE

Chance  
46:14

Kick off  
45:00

Save  
45:00 + 2:25

Chance  
42:13

Save  
40:33

Save  
39:58

Chance  
34:36

Chance  
25:53

Save  
25:09

Chance  
19:24



# DEMO: MY INSTANT REPLAY VIEW – LIVE AIKO MATCH ANALYSIS

#IBCAccelerators2025



## Aiko Match Analysis

### AIKO MATCH ANALYSIS

#### AI INSIGHT - MIN 88:31

During the Nepal Cup 2025 match between Queen's Gurkha Signals and Queen's Own Gurkha Logistic Regiment, goalkeeper Alpha of Queen's Gurkha Signals made a crucial save following a free kick taken by Drakon from the opposing team. The home side maintained their 1-0 lead thanks to Alpha's impressive goalkeeping.

#### AI INSIGHT - MIN 94:51

In a Nepal Cup 2025 match between Queen's Gurkha Signals and Queen's Own Gurkha Logistic Regiment, the home side led 1-0 when a key incident occurred involving a foul by player Comet (shirt number 18) from the away team on Alpha, the home team's goalkeeper. This foul resulted in a yellow card being issued, highlighting the tense and physical nature of the contest.



# DEMO: MY INSTANT REPLAY VIEW – LIVE

## AIKO Q&A

#IBCAccelerators2025



## Aiko Q&A

### AIKO Q&A

match. If you need information on other parts of the game or have any other questions, feel free to ask!

How many goals does echo have?

Echo has scored 1 goal so far in the Nepal Cup 2025. If you'd like more details about his overall performance in the tournament, feel free to ask!

### SUGGESTION CHIPS

Give me a video summary of the plays from the last 5 minutes

Which teams are playing in this tournament?

Who is the top scorer in this tournament?

How many goals does echo have?

Ask or select a suggestion chip...

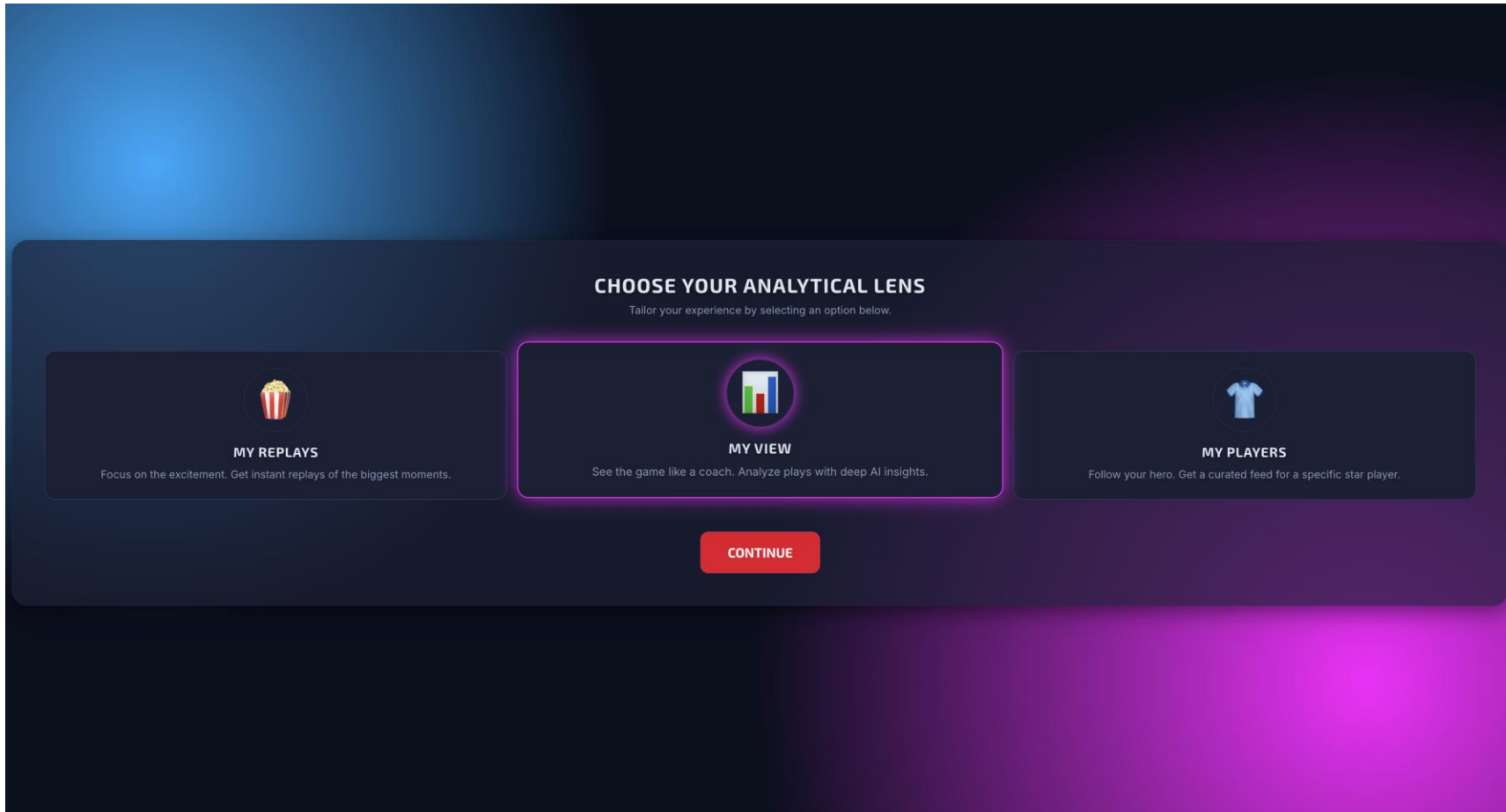






# DEMO: MENU - MY TACTICAL VIEW

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# DEMO: MY TACTICAL VIEW

#IBCAccelerators2025

IBC2025

MY TACTICAL VIEW

Lens: My View

QOGLR 0 - 0 QGS 45:00

Main Tactical

0:34 / 0:43

AI-Enhanced View

ibfbs

MATCH STATISTICS

QGS

Shots: 5

Fouls: 0

Goals: 0

QOGL

Shots: 7

Fouls: 1

Goals: 0

AIKO MATCH ANALYSIS

Queen's Own Gurkha Logistic Regiment, striker Panther scored the opening goal for the home team. The goal was set up by a free kick delivered by Omega, giving Queen's Gurkha Signals a 1-0 lead. This key moment highlighted the early advantage in the closely contested tournament final.

**AI INSIGHT - MIN 103:55**

In the Nepal Cup 2025 match between Queen's Gurkha Signals and Queen's Own Gurkha Logistic Regiment, Queen's Gurkha Signals led 1-0. A key moment saw striker Echo skillfully dribble past a defender to take a promising shot on goal, though he narrowly missed scoring. The clip highlights intense attacking play but no additional goals were recorded at this stage.

**AI INSIGHT - MIN 108:51**

In the Nepal Cup 2025 match between Queen's Gurkha Signals and Queen's Own Gurkha Logistic Regiment, Queen's Gurkha Signals took the lead with a penalty awarded after their striker Echo was fouled inside the penalty area by defender Gazelle. The successful penalty made the scoreline 1-0 in favor of Queen's Gurkha Signals.

AIKO Q&A

How many goals does echo have?

Echo has scored 1 goal so far. If you want to know more about his assists or key passes, I can share those stats too, just let me know!

SUGGESTION CHIPS

Give me a video summary of the plays from the last 5 minutes

Which teams are playing in this tournament?

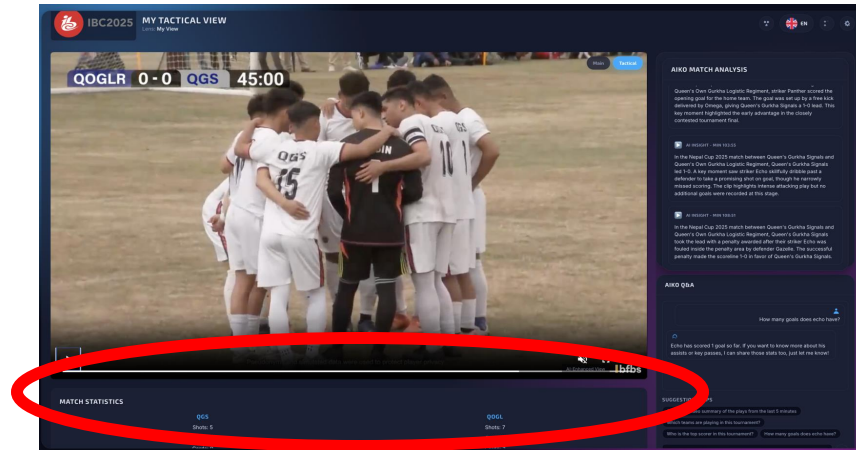
Who is the top scorer in this tournament?

How many goals does echo have?



# DEMO: MY TACTICAL VIEW – MATCH STATISTICS & TIMELINE

#IBCAccelerators2025



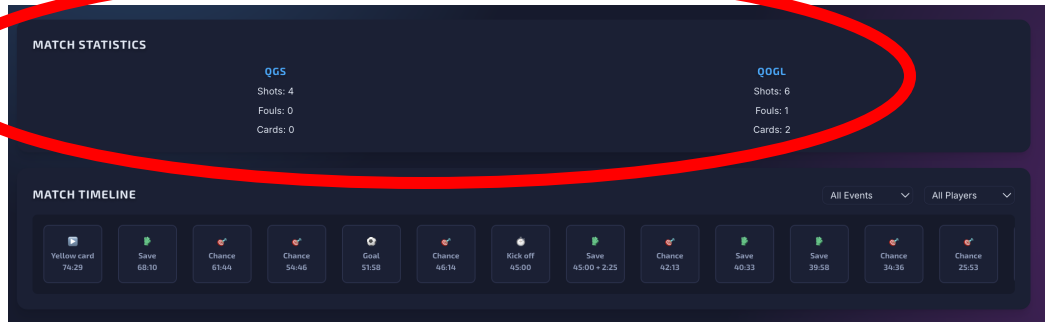
MATCH STATISTICS													
QGS							QOGL						
Shots: 4							Shots: 6						
Fouls: 0							Fouls: 1						
Cards: 0							Cards: 2						

MATCH TIMELINE													
All Events ▾ All Players ▾													
Yellow card 74:29	Save 68:10	Chance 61:44	Chance 54:46	Goal 51:58	Chance 46:14	Kick off 45:00	Save 45:00 + 2:25	Chance 42:13	Save 40:33	Save 39:58	Chance 34:36	Chance 25:53	



# DEMO: MY TACTICAL VIEW – MATCH STATISTICS

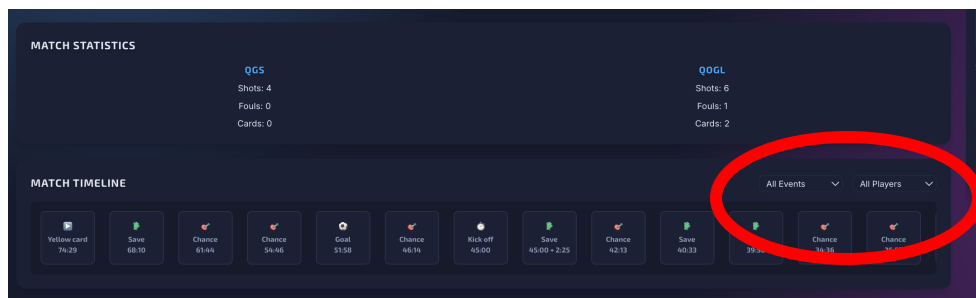
#IBCAccelerators2025



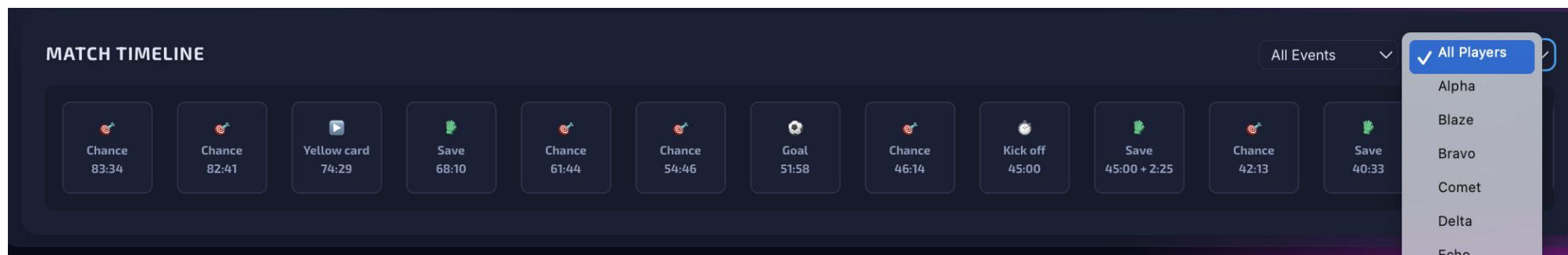
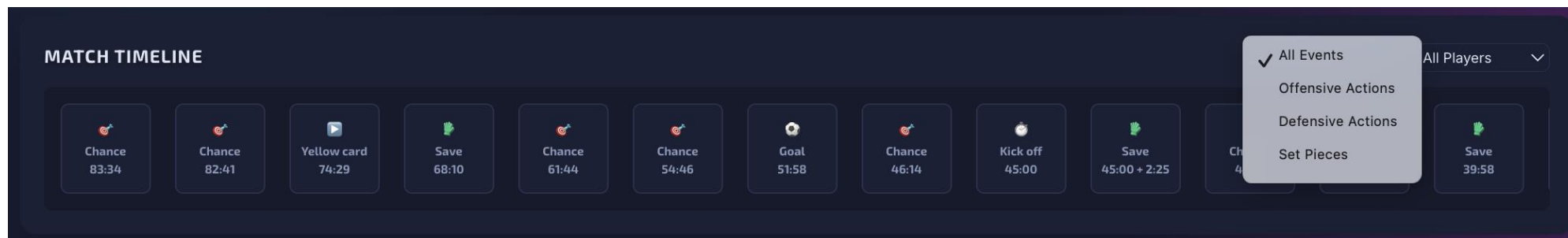


# DEMO: MY TACTICAL VIEW – MATCH TIMELINE

#IBCAccelerators2025



## Events & Players Filters

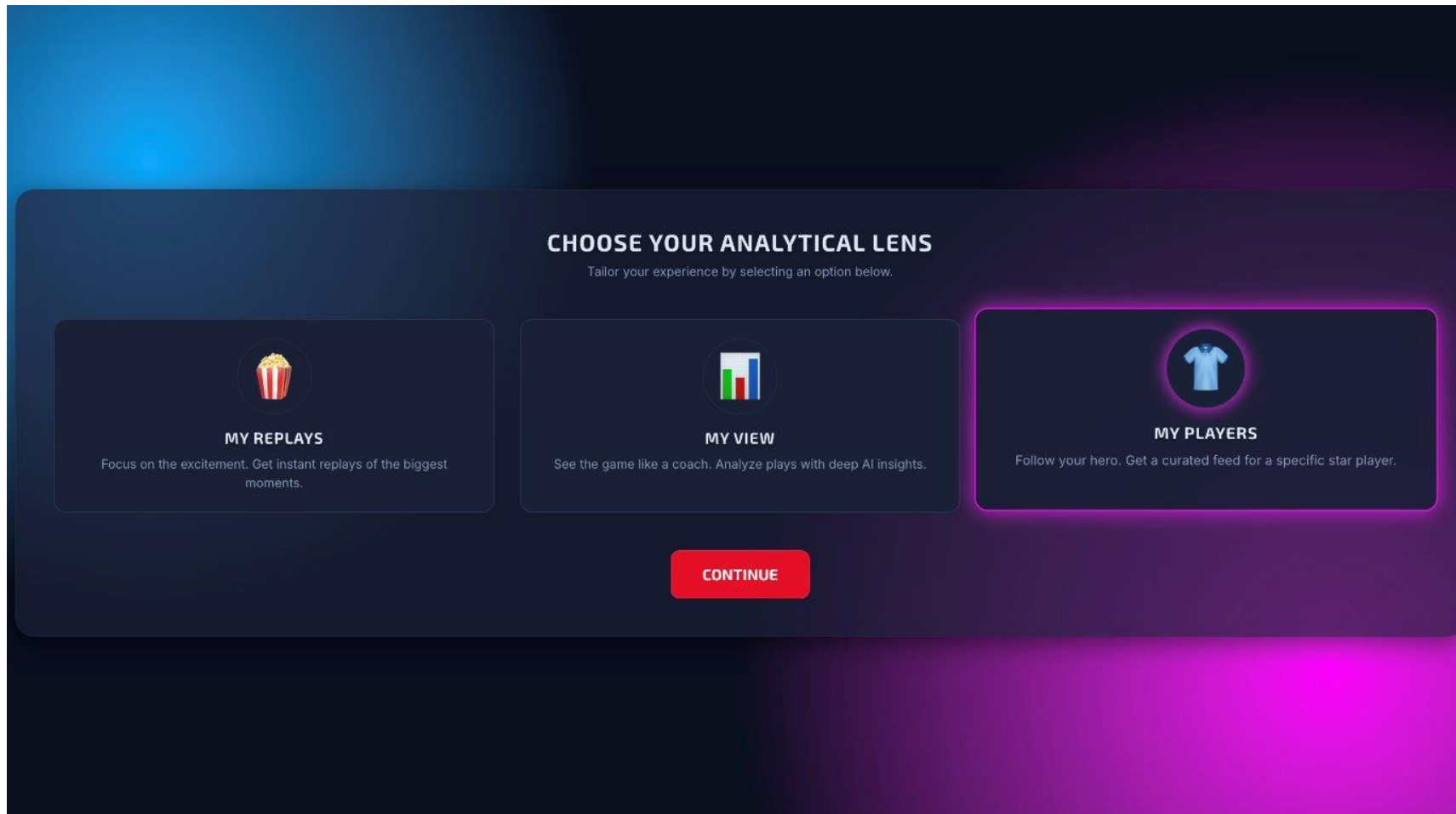






# DEMO: MENU – MY PLAYERS

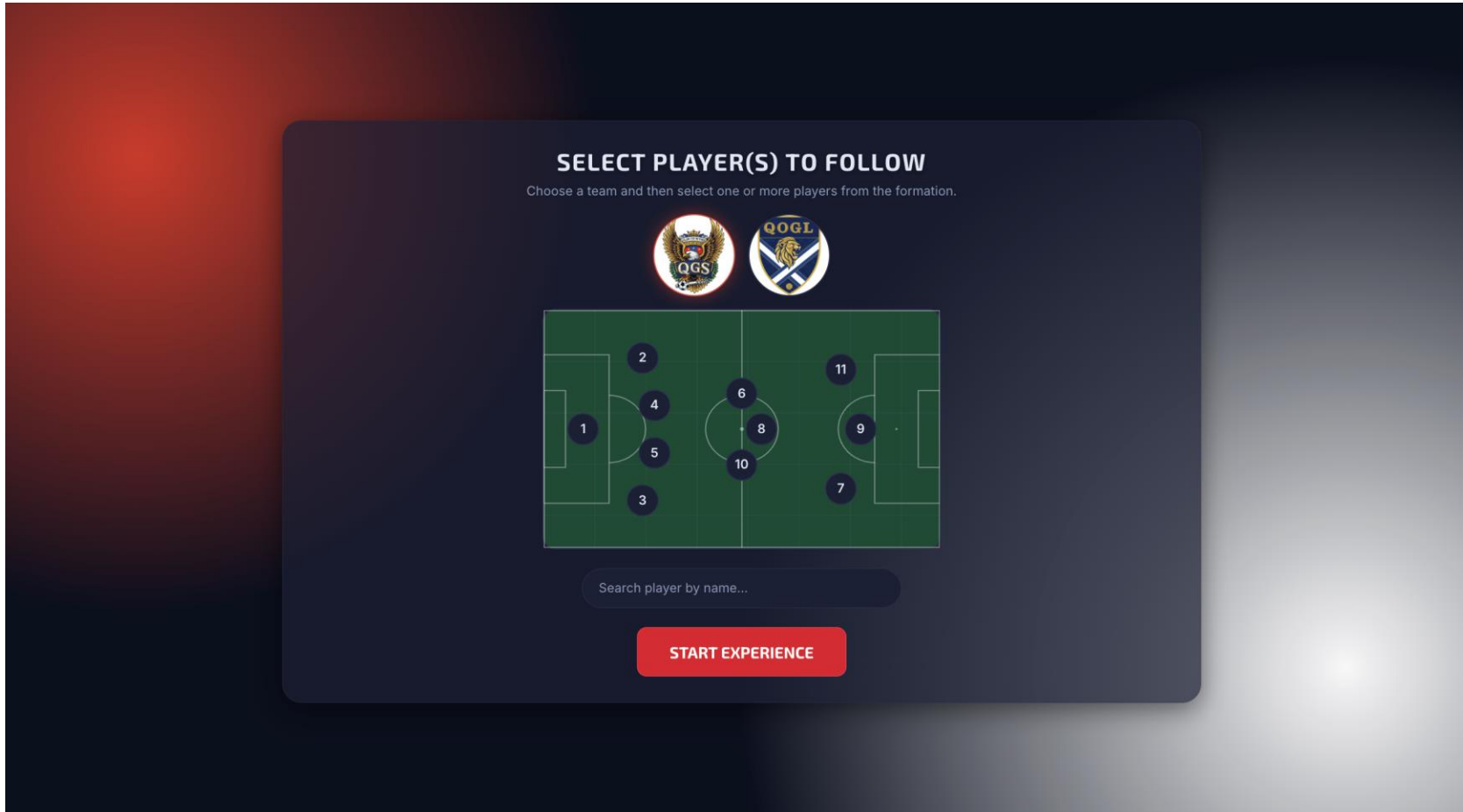
#IBCAccelerators2025





# DEMO: MY PLAYERS – SELECT PLAYER(S) TO FOLLOW

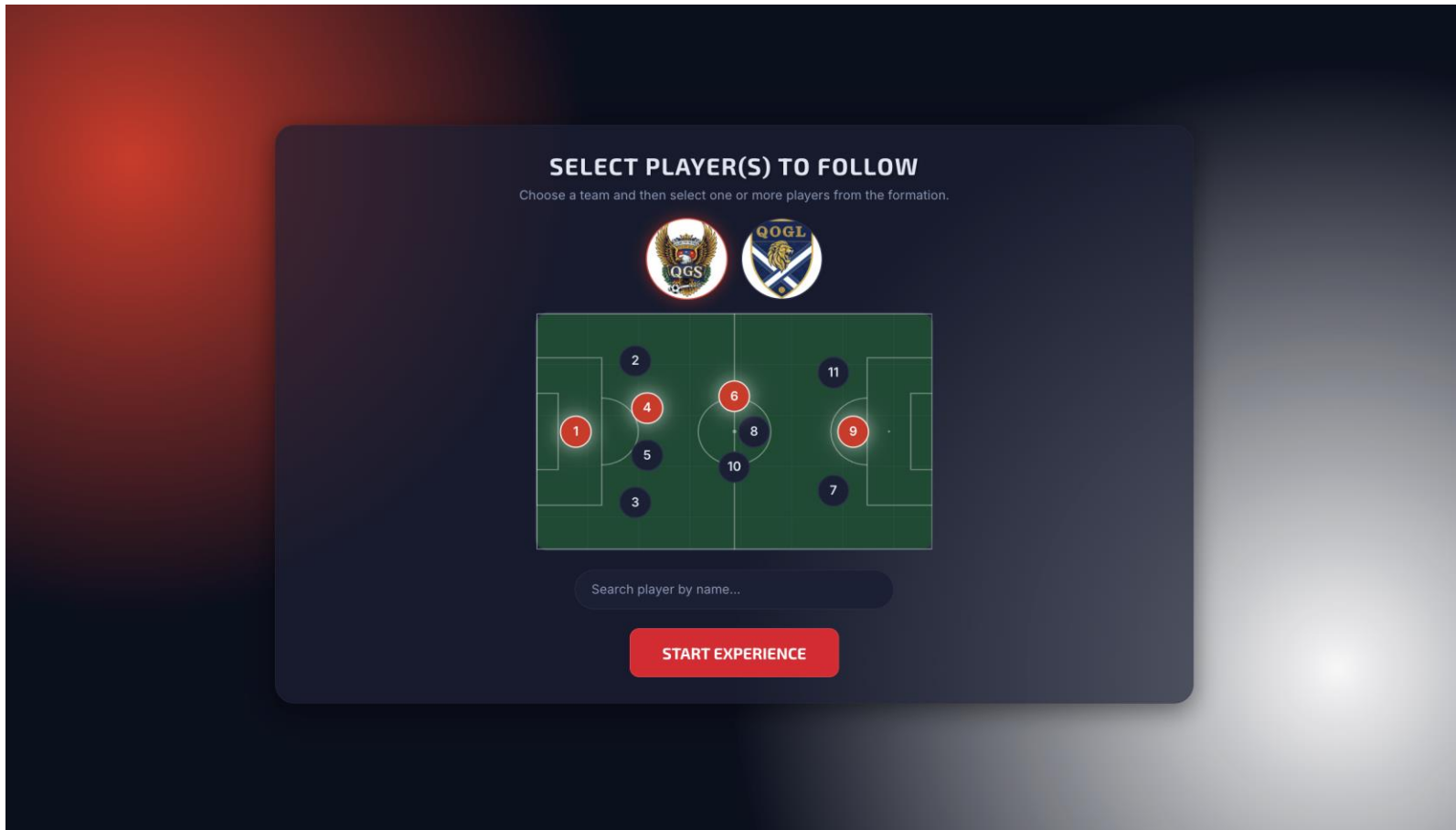
#IBCAccelerators2025





# DEMO: MY PLAYERS – SELECT PLAYERS

#IBCAccelerators2025





# DEMO: MY PLAYERS

#IBCAccelerators2025

IBC2025

TRACKING PLAYERS  
Players Followed: Delta, Alpha, Lynx, Javelin

QOGLR 0 - 1 QGS 62:24

Main Tactical

**'MY SQUAD' ANALYSIS**

**ALPHA**  
Goals: 0 Shots: 1 Assists: 0

**DELTA**

**AIKO MATCH ANALYSIS**

from the away team made a crucial penalty save, denying striker Echo of the home side. This key moment helped maintain Queen's Gurkha Signals' 1-0 lead in an intense contest.

**AI INSIGHT - MIN 115:20**  
In the Nepal Cup 2025 match between Queen's Gurkha Signals and Queen's Own Gurkha Logistic Regiment, the home team's goalkeeper, Alpha, made a crucial save to keep the score at 1-0. Despite a strong attempt on goal by Comet from the away side, Queen's Gurkha Signals maintained their lead. The intense defensive effort helped secure their advantage in this tightly contested fixture.

**AI INSIGHT - MIN 116:57**  
In the Nepal Cup 2025 match between Queen's Gurkha Signals and Queen's Own Gurkha Logistic Regiment, the home team's goalkeeper Alpha made a crucial save to maintain their 1-0 lead. The save came following a threatening cross from striker Tango of the away side. This key moment helped Queen's Gurkha Signals hold their advantage in an intense contest.

**AIKO Q&A**

How many goals does echo have?

Echo has scored 1 goal so far. If you want to know more about his assists or key passes, I can share those stats too, just let me know!

**SUGGESTION CHIPS**

Give me a video summary of the plays from the last 5 minutes

Which teams are playing in this tournament?

Who is the top scorer in this tournament?

How many goals does echo have?



# DEMO: MY PLAYERS – MY SQUAD ANALYSIS

#IBCAccelerators2025

IBC2025 TRACKING PLAYERS  
Players: Echo, Delta, Alpha, Lynx, Javelin

QOGLR 0 - 1 QGS 62:24

AIKO MATCH ANALYSIS

from the away team made a crucial penalty save, denying striker Echo of the home side. This key moment helped maintain Queen's Gurkha Signals' 1-0 lead in an intense contest.

AI INSIGHT - MAR 10, 20

In the Nepal Cup 2025 match between Queen's Gurkha Signals and Queen's Own Gurkha Logistic Regiment, the home team's goalkeeper, Alpha, made a crucial save to keep the score at 1-0. Despite a strong attempt on goal by Echo from the away side, Queen's Gurkha Signals maintained their lead. The intense defensive effort helped secure their advantage in this tightly contested fixture.

AI INSIGHT - MAR 10, 22

In the Nepal Cup 2025 match between Queen's Gurkha Signals and Queen's Own Gurkha Logistic Regiment, the home team's goalkeeper, Alpha, made a crucial save to maintain their 1-0 lead. The save came following a threatening cross from striker Echo of the away side. This key moment helped Queen's Gurkha Signals hold their advantage in an intense contest.

AIKO Q&A

How many goals does echo have?

Echo has scored 1 goal so far. If you want to know more about this assist or key passes, I can share those stats too, just let me know!

SUGGESTION CHIPS

Look for a video summary of the play from the last 5 minutes

Which team are playing in this tournament?

Who is the top scorer in this tournament?

How many goals does echo have?

MY SQUAD ANALYSIS

ALPHA  
Goals: 0 Shots: 1 Assists: 0

DELTA

## 'MY SQUAD' ANALYSIS

### ALPHA

Goals: 0 Shots: 1 Assists: 0

### DELTA

Goals: 0 Shots: 1 Assists: 0

### JAVELIN

Goals: 1 Shots: 0 Assists: 0

### LYNX

Goals: 1 Shots: 0 Assists: 0



# FINAL THOUGHTS





# TOP LESSONS

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- ~~Data~~ AI Friendly Data is King
- Agility with UI, Dev Design and Features implementation (e.g. multilingual first approach, layout, etc.)
- Gen AI alone isn't the silver bullet. Gen AI + Conventional ML Techniques + Data is



# FUTURE VISION

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#IBCAccelerators2025

- More Sports – Tennis, Basketball, Pickleball, WFFA
- Privacy Protocols for minor sport leagues -  
Personalized view of child without revealing  
identities of other team members
- Content Agnostic – News, Series, Training videos



TEAM



# IBC INCUBATOR: CHANGING THE GAME...AGAIN!

#IBCAccelerators2025

Champions:



Participants:



Xansr Media



# TEAM: AMD

#IBCAccelerators2025



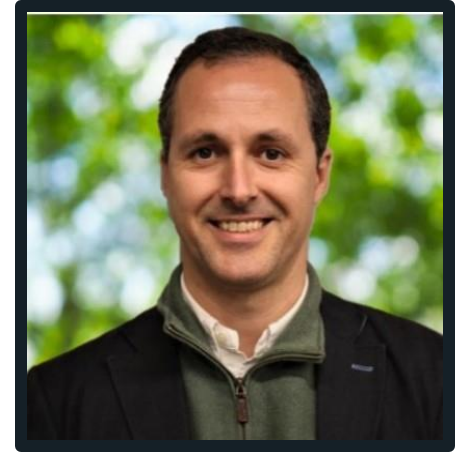
John Canning,  
Director Developer  
Relations -  
Creators



Andy Parma,  
Segment Director,  
MNC Workstation  
CPU



Scott Poole,  
Sr. AI Market  
Development  
Manager



Ignacio Garcia-  
Carrillo,  
Account Executive



# TEAM: BFBS (British Forces Broadcasting Services)

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Ben Chapman,  
CEO



Sara Burls,  
Senior Director  
Livestreaming



Scott Richmond,  
Broadcast  
Technician





# TEAM: Channel 4

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Steve Belford,  
Enterprise  
Innovation  
Architect



# TEAM: The Institution of Engineering and Technology

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The Institution of  
Engineering and Technology



Russell Trafford-  
Jones, Chair



# TEAM: University of Kent | Institute of Cultural and Creative Industries

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William Draffin,  
Director of Digital  
and Future  
Technology

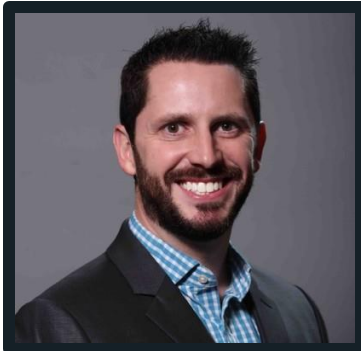


# TEAM: Verizon Business

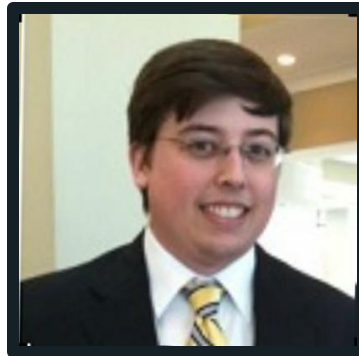
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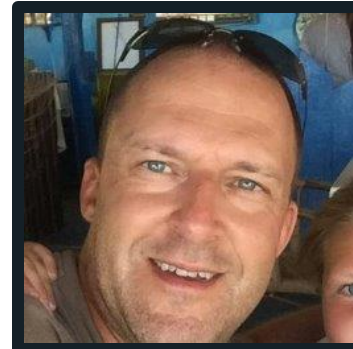
Erin Rose  
Widner,  
Head of  
Emerging  
& Creative  
Technologies



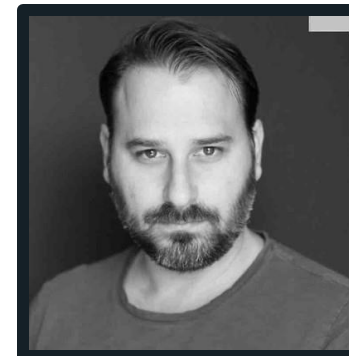
Brandon  
Black,  
Distinguished  
Engineer



Casey Clary,  
Distinguished  
Engineer



Chris  
Whalley,  
Principal  
Engineer



Evan Pesses,  
GM Media &  
Technology



Scott  
Connolly,  
Head of  
Media  
Technology



# TEAM: Chyron

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Carol Bettencourt,  
VP Marketing



Kristy Weir,  
Product Manager



Noel Wiggins,  
Content Developer



Hayes Stamper,  
Sr. Product  
Marketing Manager



## TEAM: .monks

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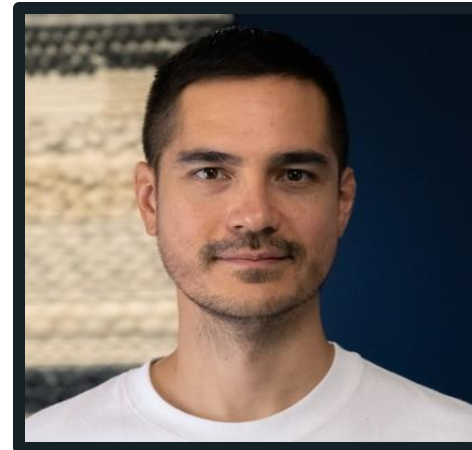
# .monks



Lewis  
Smithingham,  
EVP Strategic  
Industries, MEGS



Willian Sanches,  
Broadcast  
Engineering  
Technician



Sean Delahunt,  
Director of  
Strategic Industries



Wes Hovanec,  
Director of  
Engineering,  
MEGS





# TEAM: Spectral Compute

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Michael  
Søndergaard, CEO



Finlay Hudson,  
Computer Vision  
Engineer



Giulio Malitesta,  
Growth Lead



Ruben van Dongen,  
Business Development  
Manager



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Esteban Vázquez,  
CEO



Silvia Mancebo,  
COO



Antonio Varela,  
CTO



# TEAM: Xansr Media

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## Xansr Media



Vebz Panchal,  
Board Director



Aman Rawat,  
Full Stack Dev



Sanyam  
Narang,  
Full Stack Dev



Akshay Hooda,  
AI Engineer



Suraj Bhatt,  
Full Stack Dev

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