# NAB Show 2025 highlights advancements in media technology from UK exhibitors



The NAB Show 2025, taking place at the Las Vegas Convention Centre, features the participation of 26 innovative companies from Great Britain and Northern Ireland, showcasing a spectrum of modern media technology. This year's event highlights the commitment of these exhibitors to driving advancements in the media sector, appealing to a diverse global audience.

The pavilions for Great Britain and Northern Ireland are located in the South Lower SL6204 and West Halls W2522. Managed by the specialist facilitator Tradefair, the pavilions offer a comprehensive infrastructure and services designed to optimise the exhibiting experience for participants. For over two decades, Tradefair has enabled exhibitors to focus on product showcasing rather than logistical concerns, maximising their potential for sales success.

Among the companies represented, Ad Signal (W2525) is making strides in reducing costs and carbon footprints for media businesses by implementing systems that track content across organisations, eliminate duplicates, and optimise quality. Aqua Broadcast (W2520) stands out with its innovative design and advanced engineering in Cobalt FM transmitters and audio processors. Blue Lucy (SL6106) contributes notable software solutions for media management and workflow orchestration.

Further enhancing the roster, Broadcast Radio (W2526) provides comprehensive services for professional broadcasters, which encompass software, installation, training, and managed services. Meanwhile, Cerberus Tech (W2425) focuses on cloud video encoding, processing, and transport, combining software solutions with self-serve platforms and white label options.

Specialist recruitment is the forte of Christy Media (SL6207), aimed at both the broadcast and media sectors. Coralbay.tv (W2524) leverages the expertise of respected professionals in playout automation to deliver cloud-native, microservices-based systems. For storage solutions, Disk Archive Corporation (SL6105) presents robust archives capable of housing up to 100 petabytes, tailored to the specific needs of broadcast and media operations.

Innovations in audio automation are led by Emotion Systems (W2416), streamlining workflows while ensuring high-quality results. GB Labs (SL5705) focuses on intelligent shared storage mechanisms that enhance creative workflow efficiency. For real-time production needs, Grabyo (W2319) offers a cloud-native live video production platform featuring integrated AI event detection for immediate highlights.

A key player in latency measurement, Hitomi Broadcast (SL5405) aims to improve remote set-ups by addressing circuit latency and lip-sync, enhancing the accuracy of broadcast outcomes. Imagen from Reuters (W3114/W3015) employs AI-driven tools for sports brands and media companies to leverage their content libraries effectively.

Imaginario AI (SL6308), supported by Comcast and NVIDIA Inception, brings forth a multimodal video productivity engine to aid indexing and curation processes. Other contributors such as InSync Technology (W2421) focus on ensuring video content is presented at optimal quality across various workflows.

Open Broadcast Systems (W2427) is championing advanced broadcast technology solutions, transitioning the industry towards more flexible, software-driven models. QScan (SL6405) offers an automation platform for media quality control, boasting clarity and interactivity. The landscape of broadcast graphics is enhanced by RT Software (SL5506), known for its creative solutions tailored for news, sports, and entertainment.

Further innovations include Salsa Sound (SL5406), which develops audio production tools using artificial intelligence for the enhancement of live sports broadcasts. SipRadius (W2420) provides end-to-end platforms for encoding, transport, delivery, and visualisation, facilitating high-quality remote production. Speechmatics (W2317) presents an inclusive speech recognition platform, enhancing the understanding of human speech across diverse demographics.

Transport stream management is addressed by Starfish Technologies (W2523), which leads in advertising insertion and localisation. TMD (SL5505) develops asset and workflow management solutions aimed at streamlining operations within media organisations. Trint (SL6005), founded by an Emmy Award-winning reporter, brings AI tools to the newsroom, transforming transcribed audio and video into narratives with increased efficiency.

Finally, VIDA (W2418) envisions an innovative future in media management, drawing on extensive industry experience. Yospace (W2325) solidifies its position as a leader in server-side ad insertion, managing over 2000 live channels and facilitating the stitching of more than 3.5 billion commercial spots monthly.

The NAB Show 2025 serves as a significant platform for these businesses to introduce new technologies, enhancing the operational landscape of the media industry at a global scale.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://production360.media/best-of-british-media-tech-helps-nab-capture-the-vision/> - This article highlights the participation of British and Northern Irish companies at the NAB Show, showcasing their innovative media technologies, which aligns with the article's mention of these companies driving advancements in the media sector.
* <https://www.broadcastbeat.com/nab-show-ready-to-welcome-exhibitors-delegations-from-around-the-world/> - This article emphasizes the global nature of the NAB Show, featuring exhibitors from multiple countries, which supports the article's claim about the event appealing to a diverse global audience.
* <https://exhibitorsdata.com/product/nab-show-exhibitor-list/> - This page provides details about the NAB Show, including its location and the variety of products exhibited, which corroborates the article's information about the event's venue and focus on media technology.
* <https://www.noahwire.com> - This source is mentioned as the origin of the article, though it does not directly provide additional corroboration beyond the article itself.
* <https://www.broadcastbeat.com/nab-show-ready-to-welcome-exhibitors-delegations-from-around-the-world/> - This article further supports the global reach and diversity of the NAB Show, which aligns with the article's description of the event's international appeal.