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**Link to Word Doc:** [www.wallstcom.com/Riedel/230926-Riedel-Studio\_Automated\_LOI.docx](https://www.wallstcom.com/Riedel/230926-Riedel-Studio_Automated_LOI.docx)

**Photo Link:** [www.wallstcom.com/Riedel/Riedel\_Studio\_Automated.JPG](https://www.wallstcom.com/Riedel/Riedel_Studio_Automated.JPG)

**Photo Caption:** From left to right, Paul Van den Haak, Founder, Studio Automated; Thomas Riedel, Group CEO, Riedel Communications; Paul Valk, Founder and Director, Studio Automated; Luc Doneux, Director, Live Production, Riedel Communications.

Riedel and Studio Automated Sign LOI to Collaborate on Innovative AI Video Production Solution

**WUPPERTAL, Germany** — **Sept. 26, 2023** — Riedel Communications and Studio Automated today announced that they have agreed to collaborate on an innovative artificial intelligence (AI)-assisted video production solution. By joining forces, the two companies aim to create an optimized video production solution that will enable sports productions and leagues to remotely produce their live broadcasts with minimal personnel and operating costs.

A pioneer in the field of automated video production for live sport matches and events, Studio Automated has developed a proprietary technology based on AI and machine learning (ML). Since its inception in 2020, the young company based in Amsterdam has covered over 100,000 sports matches with installations in 1,500 locations around the world.

“Through decades in live production, Riedel has established itself as an innovative leader whose world-class hardware and software solutions are used by major sports and media production companies across the globe,” said Paul Valk, Founder and Director of Studio Automated. “This exciting new partnership with Riedel is a validation of our software-first approach to developing the best AI for live sports production, which we believe — along with an open API — empowers our partners to deliver unparalleled products for broadcasters and media rights holders. The maturity of our AI model enables us to serve clients that seek to automate production in the higher end of sports broadcasting, and we’re thrilled to work with Riedel in creating new products for this market.”

Luc Doneux, Director, Live Production, at Riedel Communications, added: “I am excited to work with the great team of scientists and engineers at Studio Automated to create innovative and efficient solutions for the sports market. Their unrivaled expertise in artificial intelligence and machine learning, combined with our deep sports broadcast know-how, is sure to yield great results. I am positive that this collaboration will herald a new era of affordable sports productions.”

Further information about Riedel and the company’s products is available at [www.riedel.net](http://www.riedel.net/).

More information about Studio Automated is available [here](https://www.studioautomated.com/).

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**About Studio Automated**

Founded in 2020, Studio Automated Sport & Media B.V. is backed by over 50 years of award-winning research from The Netherlands Organisation for Applied Scientific Research (TNO). It utilizes AI to automatically produce live sports events. Studio Automated focuses on developing AI software, offering solutions across various sports to empower its global partners to enhance production capacities while cutting costs. The company is headquartered in Amsterdam, Netherlands, with a passionate team of AI and software experts.

**About Riedel Communications**

Riedel Communications designs, manufactures, and distributes pioneering real-time video, audio, data, and communications networks for broadcast, pro audio, event, sports, theater, and security applications. The company also provides rental services for radio and intercom systems, event IT solutions, fiber backbones, and wireless signal transmission systems that scale easily for events of any size, anywhere in the world. Riedel is headquartered in Wuppertal, Germany, and employs over 1000 people in 30 locations throughout Europe, Australia, Asia, and the Americas.  
  
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