



Press release

HP Nordic and LiveArena introduces a new product for more dynamic meetings on Microsoft Teams

Stockholm, Sweden, December 12, 2023 – Today, HP and LiveArena Technologies, a Stockholm-based company that creates solutions for TV- and video productions, are launching a software for more professional and stylish hybrid meetings and digital conferences - AI Producer Studio.

AI Producer Studio is a further development of the cloud-based meeting extension app AI Producer for Microsoft Teams. By using Studio, the meeting planner or presenter gets access to an AI-based production layer with lots of smart features that the user can customize or let the AI control. Users schedule their meetings just as usual in Teams but, thanks to the software, can you create extremely professional and interactive meetings with just a few keystrokes. The product is developed by Swedish LiveArena Technologies together with HP Sweden and has been integrated into HP All-In-One desktops, such as HP EliteOne 870 G9, and Poly's video bar Poly Studio R30.

- Our vision has for many years been to democratize and simplify meeting culture and TV production for companies and organizations with the help of AI-based software and services. Together with HP/Poly, we have come a long way, and we see great potential to jointly take a leading position in this rapidly growing market, both in the Nordics and in the rest of the world.
Anders Nilsson, CEO of LiveArena Technologies

More and more companies are spending a lot of time and money trying to customize and improve their meetings by creating their own video productions. They are investing in studio environments, equipment, and facilities with expensive, associated on-site production staff. This means that there are often only a few people on the company's staff who know how to use the equipment and it becomes extremely complicated, until now.

Many companies experience major technical and cultural challenges with digital meetings. The technology can fail, employees' enthusiasm is hard to capture and it's difficult to participate in

discussions. By integrating peripherals, hardware and software into a simple solution that anyone can manage, this will no longer be a challenge, says Stefan Bergdahl, MD HP Nordics.



AI Producer Studio in combination with AI Producer for Teams allows users to, among other things:

- Using AI, adapt the presentation in real time and choose which people to focus and center based on who is speaking and what is being presented. If a participant leaves the meeting room, the focus is switched to another participant. Users can of course control the production themselves.
 - Users can decide which platform the content should be streamed live on, such as Youtube, LinkedIn or Teams Town Hall.
 - Because AI Producer for Teams is cloud-based, participants can view high-resolution videos without buffering or lag, regardless of the presenter's internet connection.
 - After the meeting, users can have the AI create their own high-quality production of the material and save the recording in full HD/1080p.
 - Companies and organizations can set up preset templates for different types of recordings and broadcasts. The software then alternates between speakers, presentations and/or videos as a human TV producer would. Completely automatically.
- The collaboration between us and LiveArena Technologies started almost 2 years ago. Hybrid work has developed explosively, many things we thought was impossible only 3 years ago are now reality. At HP's we constantly strive to develop the best hybrid working tools on the market and today we are taking another leap forward, continues Stefan Bergdahl.

AI Producer Studio is the first product/package from HP and LiveArena Technologies, but several solutions are being worked on and will be released to the market shortly.

Price and availability ¹

HP/Poly Studio All-in-One, (consists of HP EliteOne 870 G9, i7-12700, 16GB RAM, 512GB SSD, with AI Producer Studio pre-installed, Poly Studio R30 video bar and 12 months unlimited usage of AI Producer for Teams. HP/Poly Studio All-in-One will be available at the end of December in the Nordic market via AddPro, OfficeManagement, Foxway and others for a price starting at 3849 EUR excluding VAT.

About HP

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About LiveArena Technologies

LiveArena’s core business is to provide software for automated live productions and virtual events. – by inventing solutions based on AI and cloud technologies. LiveArena serve all markets including Corporate, Public Sector, Education, and Health Care. Customers include small and large corporations and organizations worldwide. LiveArena headquarters is located in Stockholm, Sweden, with a North American office located in San Diego, Ca, USA.

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¹ Pricing and availability subject to change without notice.