



**FOR IMMEDIATE RELEASE**

**Media Power S.r.l. Announces Strategic Partnership with multiCAM Systems to Deliver AI-Powered Video Production to Critical Sectors Across EMEA**

**GENOA, ITALY – February 23, 2026** – Media Power S.r.l., a leading technology solutions provider based in Genoa, today announced a strategic partnership with multiCAM Systems. This new agreement officially authorizes Media Power to act as a system integrator and reseller for multiCAM CONF and multiCAM INSITU solutions across Europe, the Middle East, and Africa.

The partnership targets the deployment of advanced, AI-powered video production and broadcast robotics to critical sectors, including industrial, military, government, oil and gas, and healthcare.

**Revolutionizing Communication for High-Demand Industries** The integration of multiCAM Systems' technology allows even non-technical staff to easily produce professional-quality broadcasts. By automating complex tasks such as camera movements and video switching, these systems drastically reduce operational costs for corporate conferences and virtual setups without compromising on visual impact.

Through this agreement, Media Power will focus exclusively on the targeted deployment of the **multiCAM CONF** and **multiCAM INSITU** product lines. These specific tools are perfectly aligned with the needs of government and industrial simulation, training, and secure communication (Note: the traditional Radio broadcasting sector falls outside the scope of this specific strategic initiative ).

**Expansive Global Reach** With its established infrastructure, technical expertise, and dedicated local offices, Media Power is perfectly positioned to drive sales and provide first-line support for multiCAM solutions. The secured territories for this expansion include:

- **Europe:** Italy and Romania.
- **The Middle East:** Qatar, Saudi Arabia, Bahrain, Kuwait, the UAE, Oman, Libya, Lebanon, and Jordan .
- **Africa:** South Africa.

"We absolutely love the system and see a tremendous synergy between what multiCAM Systems is building and the evolving needs of our client base," noted Paolo Birra, CTO of Media Power S.r.l.. "By enabling us to act autonomously in demonstrating these products, we can immediately leverage our established infrastructure and effectively act as an extension of multiCAM's own technical and sales teams."



**About Media Power S.r.l.** Media Power is a premier systems integrator and strategic technology partner dedicated to architecting the future of critical media and IT ecosystems. With deep engineering expertise and a comprehensive portfolio spanning high-performance infrastructure, workflow automation, and advanced video production, Media Power designs and deploys custom, end-to-end solutions. By acting as a trusted consultant and autonomous technology expert, Media Power empowers broadcasters, corporate enterprises, government agencies, and industrial sectors to seamlessly navigate digital transformation and optimize their operational workflows.

**For media inquiries or to request a product demonstration, please contact us at:**

<https://media-power.it/contact-us-media-power/>