



FOR IMMEDIATE RELEASE

MediaPower Announces Full Operation of Innovative Hybrid MAM Solution for the MNEO Project – Italian Museum of Memory, Developed with Visuals Italia

Genoa, Italy – February 25, 2026 – MediaPower, a leading system integrator and provider of multimedia and IT workflow solutions, is proud to announce that the complex Media Asset Management (MAM) infrastructure developed in 2025 in collaboration with Visuals Italia for the end-user Punto DOC, has reached full operational status today.

The system serves as the technological heart of the prestigious MNEO project (Italian Museum of Memory), a fundamental hub housing countless testimonies and archives of the nation's history. Although the initiative was launched and implemented during 2025, it is being officially presented to the public only today, now that the platform has reached full capacity and has been actively populated with the precious content for which it was designed.

A Cutting-Edge Hybrid Architecture

Building on the solid foundations of MediaPower's proven DAM/MAM solution, the internal R&D team engineered a completely custom "Hybrid" architecture. This was designed to meet the complex preservation needs of the museum while allowing seamless sharing with academic partners.

The new architecture consists of two synergistic ecosystems:

- **Main Onsite Archive (On-Premise) at Punto DOC:** Designed to ensure maximum security, long-term preservation, and centralized management of the invaluable audiovisual and documentary heritage related to historical memories.
- **Cloud Extension (Edge MAM):** A subsystem specifically dedicated to the smooth, secure, and scalable distribution of content for researchers and students at the Università di Bologna and the Università Cattolica.

"This project represents a fundamental milestone for our media management technologies," declares MediaPower's technical management. "We waited for the system to be fully operational and 'alive' with its content before sharing this success story. By uniting a physical onsite archive for protection with a cloud edge node for academic access, we are demonstrating how flexible architectures can meet the modern challenges of cultural conservation."

This collaboration underlines MediaPower's commitment to supporting cultural and academic institutions by bridging the gap between the memory of the past and the education of future generations.



About Media Power S.r.l.

- **MediaPower** is a premier system integrator and technology partner specializing in the design of critical IT and media ecosystems.
- With deep engineering expertise and a portfolio ranging from high-performance infrastructure to workflow automation, the company designs and delivers tailored end-to-end solutions.
- They support government agencies, broadcasters, corporations, and cultural institutions through digital transformation and operational optimization.

About Visuals Italia S.r.l.

- **Visuals Italia** is a leading company specializing in audiovisual products, solutions, and services for the professional and broadcast markets.
- The company leverages extensive experience in system integration to design and implement custom solutions that combine advanced hardware and software technologies.
- Their work ranges from television studios, control centers, and post-production rooms to complex mobile units (OB Vans).
- They collaborate with major industry brands to guide clients through the transition to modern IT workflows and new IP protocols.

About Punto Doc / MNEO

- **Punto Doc** is a dynamic creative entity dedicated to producing documentaries and multimedia content.
- It serves as the production and narrative engine that enriches the Memory Archive of **MNEO (Italian Museum of Memory)**.
- **MNEO** is a "living archive" and center of excellence that collects testimonies, hundreds of unpublished video interviews, and historical films to tell the story of Italy through the voices of its protagonists.
- Working closely with researchers and universities, Punto Doc and MNEO transform historical heritage into accessible narratives and educational projects, creating a bridge between past memories and contemporary society.