



FOR IMMEDIATE RELEASE

MediaPower Announces Strategic Partnership with SIND to Bring Advanced AI Video Analytics and Gigapixel Surveillance to the Middle East

GENOA, Italy / DOHA, Qatar – March 1, 2026 – MediaPower, a premier technology integrator and solutions provider, today announced a strategic partnership with SIND, an Italian software pioneer specializing in artificial intelligence and computer vision. This collaboration will introduce state-of-the-art security, surveillance, and biometric technologies to the Middle East market, initiating in Qatar and systematically expanding to Oman, the United Arab Emirates, Bahrain, and Saudi Arabia.

Through this partnership, MediaPower will integrate SIND's proprietary technologies into its extensive digital ecosystem, delivering comprehensive solutions tailored for government, military, sports, and industrial applications.

As the Middle East continues to host large-scale global events and invest in smart city infrastructures, the need for robust, intelligent security solutions has never been greater. MediaPower will leverage two of SIND's flagship innovations to meet this demand:

- **EYEvidence:** A highly modular, AI-driven software platform refined over 20 years. EYEvidence provides real-time intelligence through live audio and video stream analysis. Utilizing advanced context analysis and Generative AI, the platform excels in facial recognition, object detection, and motion tracking. It offers predictive and prescriptive capabilities, allowing operators to cross-reference multiple data sources and blacklists instantly to enhance situational awareness.
- **Gigapixel Technology:** A revolutionary, multi-lens camera system designed to monitor vast public spaces, such as stadiums, critical infrastructures, and urban squares. Generating composite images of approximately 250 megabytes every few seconds, the Gigapixel solution provides unprecedented resolution. This allows security personnel to identify individuals with extreme biometric accuracy from distances exceeding 100 meters, effectively replacing dozens of traditional surveillance cameras while maximizing the reliability of AI analysis.

By combining MediaPower's integration expertise with SIND's advanced AI algorithms—trusted for decades by the Italian government for national security—the partnership addresses critical operational needs in the region. Key applications include:

- **Government & Military Surveillance:** High-fidelity monitoring of borders, critical infrastructures, and sensitive facilities.
- **People Identification in Public Areas:** Instantaneous scanning of massive crowds (e.g., over 20,000 people in seconds) to identify blacklisted or missing individuals.
- **Security Access Systems:** Seamless integration with ticketing and digital entry systems to track access, prevent unauthorized entry, and ensure a frictionless "fan journey" at major sporting events.



- **Riot Control & Crowd Safety:** Real-time crowd density monitoring, suspicious behavior detection, and rapid alert generation to empower law enforcement and security teams.

"This partnership represents a significant leap forward for our technology portfolio in the Middle East," said Marcello Dellepiane, CEO of MediaPower. "Building on our recent successes in the region, such as our sports broadcast and VAR deployments in Qatar, we are now poised to revolutionize the safety and security sectors. SIND's EYEvidence and Gigapixel technologies will allow us to offer unparalleled situational awareness and threat detection to our government, military, and industrial partners."

"For over two decades, SIND has been at the forefront of biometric and artificial vision technology for security forces," said Luca Pesaresi, CEO of SIND. "We are thrilled to partner with MediaPower. Their deep understanding of complex integrations and their strong presence in the Middle East make them the perfect partner to deploy our solutions in some of the most challenging and high-profile environments in the world."

The rollout of the integrated systems will commence immediately, with initial deployments and localized demonstrations targeted for the Qatari market, followed by broader expansion across the GCC.

About MediaPower: MediaPower is a leading technology integrator specializing in digital workflows, broadcast solutions, and advanced IT infrastructures. With a growing footprint in the Middle East, MediaPower delivers end-to-end technological ecosystems for sports, media, government, and enterprise sectors, focusing on innovation, reliability, and seamless user experiences.

About SIND: Based in Northeast Italy and part of the Zenita Group, SIND is a specialized software house with over 20 years of experience in artificial vision and AI technology. SIND is a trusted partner of government and law enforcement agencies, providing advanced biometric solutions, video analytics, and mission-critical surveillance software designed to maximize risk reduction and operational efficiency.

We are ready from today to showcase these systems extensively through on-site visits and webinars.

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