

November 9, 2021



Veritone Wins 2021 NAB Show Product of the Year Award

Veritone's MARVEL.ai synthetic voice solution wins for best new AI/Machine Learning technology category

DENVER--(BUSINESS WIRE)-- [Veritone, Inc.](#) (NASDAQ: VERI), creator of aiWARE, a hyper-expansive enterprise AI platform, announced today that its MARVEL.ai synthetic voice solution was recognized as a Best New AI/Machine Learning Technology winner in the 2021 NAB Show Product of the Year Awards. This official awards program recognizes the most significant and promising new products and technologies showcased by corporate partners of the NAB Show. This is Veritone's second win for NAB's Product of the Year Awards. Veritone Attribute, a near real-time media advertising attribution solution, won in the Best New Radio Technology category in 2019.

Veritone's MARVEL.ai is a hyper-realistic synthetic voice solution that allows clients to ethically and securely create and monetize professional-quality synthetic voice, easily personalized into different genders, languages, dialects, accents, and more. Supporting both text-to-speech and speech-to-speech, MARVEL.ai allows customers to easily create custom, authentic-sounding voice clones. Additionally, customers can choose stock voices from a broad and diverse marketplace of genders, languages, and tones for creative and content projects.

NAB Show Product of the Year Award Winners were selected by a panel of industry experts in 16 categories and announced in a live awards ceremony on [NAB Amplify](#) on November 3, 2021. To be eligible for an award, nominated products had to come from companies scheduled to exhibit in either the 2020 or 2021 NAB Show and are delivered within the 2021 calendar year.

"Nominees like Veritone are revolutionizing the way people experience media and entertainment," said Chris Brown, NAB Executive Vice President of Conventions and Business Operations. "The 2021 NAB Show Product of the Year Awards highlight the best of what's new and celebrates the breakthroughs and advancements within the content industry."

"Content creators are struggling to keep up with the incredibly fast pace of consumption. MARVEL.ai meets demand by enabling media companies, brands, celebrities, athletes, and influencers to securely and ethically leverage synthetic voice for voice projects to scale their brand, reduce time-to-market, lower production costs, and generate new revenue opportunities," said Ryan Steelberg, president of Veritone. "We are honored that NAB has recognized the differentiated value and power our MARVEL.ai synthetic voice solution delivers to the market."

For more information on Veritone's MARVEL.ai and to try it out for free, please visit: www.veritone.com/applications/marvelai

About Veritone

Veritone (NASDAQ: VERI) is a leader in enterprise artificial intelligence (AI) solutions. Serving organizations in both commercial and regulated sectors, Veritone's software, services, and industry applications simplify data management, empowering the largest and most recognizable brands in the world to run more efficiently, accelerate decision making and increase profitability. Veritone's hyper-expansive Enterprise AI platform, aiWARE™, orchestrates an ever-growing ecosystem of machine learning models to transform audio, video and other data sources into actionable intelligence. Through its robust partner ecosystem and professional and managed services, Veritone develops and builds AI solutions that solve the problems of today and tomorrow.

To learn more, visit [Veritone.com](https://www.veritone.com).

Safe Harbor Statement

This news release contains forward-looking statements. Without limiting the generality of the foregoing, words such as "may," "will," "expect," "believe," "anticipate," "intend," "could," "estimate" or "continue" or the negative or other variations thereof or comparable terminology are intended to identify forward-looking statements. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances are forward-looking statements. Assumptions relating to the foregoing involve judgments and risks with respect to various matters which are difficult or impossible to predict accurately and many of which are beyond the control of Veritone. Certain of such judgments and risks are discussed in Veritone's SEC filings. Although Veritone believes that the assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate and, therefore, there can be no assurance that the results contemplated in forward-looking statements will be realized. In light of the significant uncertainties inherent in the forward-looking information included herein, the inclusion of such information should not be regarded as a representation by Veritone or any other person that their objectives or plans will be achieved. Veritone undertakes no obligation to revise the forward-looking statements contained herein to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

The 2021 NAB Show Awards Online:

<https://nabshow.com/2022/news-releases/nab-announces-winners-of-annual-product-of-the-year-awards/>

About NAB Show

NAB Show, held April 23–27, 2022, in Las Vegas, encompasses media, entertainment and technology and is the ultimate marketplace for those seeking to create superior audio and video experiences. From creation to consumption, across multiple platforms, NAB Show is where global visionaries convene to bring content to life in new and exciting ways. For complete details, visit www.nabshow.com.

About NAB

The National Association of Broadcasters is the premier advocacy association for America's

broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

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