

April 21, 2022



## Veritone to Present at the 2022 NAB Show April 23-27 in Las Vegas

*Creator of aiWARE to showcase how broadcasters, podcasters, production companies, brands, and content owners and creators can extend their brand strategy to the metaverse using AI*

DENVER--(BUSINESS WIRE)-- Veritone, Inc. (NASDAQ: VERI), creator of aiWARE, a hyper-expansive enterprise AI platform, today announced it will attend the 2022 NAB Show taking place April 23 to 27 at the Las Vegas Convention Center. In addition to exhibiting its media solutions that span the entire content lifecycle at Booth #W4716, Veritone will share its expertise and insights, highlighting new [Veriverse](#) enterprise solutions in two engaging sessions.

“We are excited to participate in this year’s NAB show, particularly given the momentum AI has garnered in content creation,” said Veritone Co-founder and President Ryan Steelberg. “Whether you’re exploring the metaverse for the first time or crafting innovative metaverse monetization strategies, AI will be essential for enterprises to gain a competitive edge with both traditional channels and digitally immersive worlds.”

In a session titled **Activate Your Media in the Metaverse with AI** (Inspiration Track: Sunday, April 24, 4:15 p.m. to 4:45 p.m.), Steelberg will discuss how broadcasters, podcasters, production companies, brands, content owners and creators can extend their brand strategy to the metaverse. Steelberg will also unveil the new Veriverse portfolio including solutions to: (i) create lifelike synthetic voice and avatars; (ii) manage, protect and monetize content; (iii) grow revenue via licensing, NFTs and new markets, and; (iv) ensure brand continuity in traditional and immersive environments.

In another session titled **AI Solutions for Media in the Metaverse** (Innovation Track: Monday, April 25, 10:30 a.m. to 11:00 a.m.), Veritone’s Senior Director of Professional Services Lauren Cowles will take attendees on a guided tour of Veritone’s synthetic media solutions. In this hands-on session, Cowles will reveal how to create visual and voice identity in the metaverse with synthetic media.

In a follow-up session titled **Leveraging AI and AWS to Mine for Media Gold** (Monday, April 25, 12:30 p.m. to 1:00 p.m.), Veritone’s Sr. Sales Engineer Garron Bateman will demonstrate how content owners, creators, and media managers can access Veritone’s AI-powered Digital Media Hub from the AWS Cloud to quickly access, search, manage, share, and monetize their valuable content including videos, still images, audio, and other ancillary files.

The National Association of Broadcasters Show—NAB—is the world’s leading marketplace for unbridled innovation, unmatched connections and transformative technologies shaping the future of media and entertainment. It offers hundreds of exhibitors, with high-caliber

education and best-in-breed products, and attracts nearly 100,000 attendees from 165 different countries.

“This year will be unlike any other NAB Show; The innovations we are bringing at scale to the show will be an industry game changer,” said Scott Leatherman, Chief Marketing Officer for Veritone. “The experience has been reimagined to allow attendees to select their path across dynamic experiences, including **Veritone Voice**, the 2021 NAB Product of the Year, illustrating the complete content lifecycle. We look forward to showcasing the latest innovations from Veritone, including solutions for talent recruitment, NFT management, metaverse migration, and brand protection.”

Visit Veritone at Booth #W4716.

To learn more about Veriverse solutions for the metaverse, visit [www.veriverse.com](http://www.veriverse.com). To learn more about Veritone Voice, visit <https://veriverse.com/voice.html>.

## About Veritone

Veritone (NASDAQ: VERI) is a leader in enterprise artificial intelligence (AI) software and solutions. Serving organizations in both commercial and regulated sectors, Veritone's software, services, and industry applications accelerate and maximize digital migration, 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 professional and managed services, as well as its robust partner ecosystem, Veritone develops and builds AI solutions that solve the problems of today and tomorrow.

To learn more, visit [Veritone.com](http://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.*

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