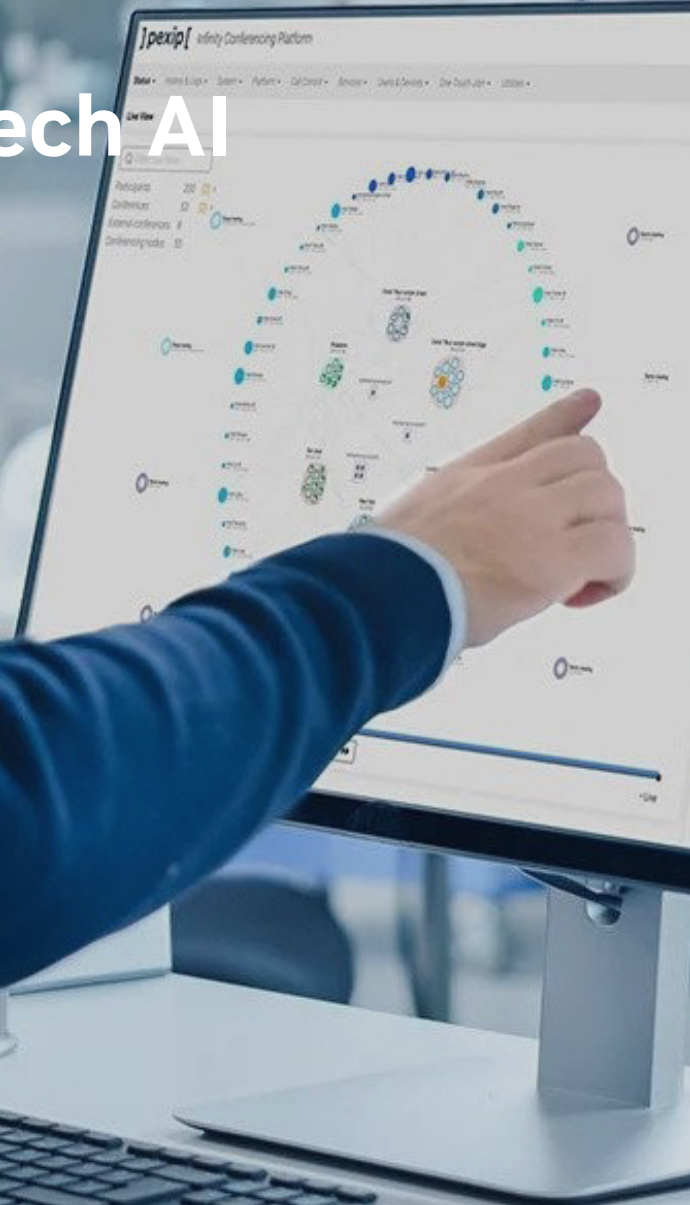


# Reimagining Virtual Meetings With Speech AI and Deep Learning



# Pexip uses NVIDIA AI technologies to take virtual meetings to the next level with advanced features for the modern workforce.

## Challenge

To minimize distractions while working away from the office, it's important to optimize the virtual experience so people can connect and communicate more clearly and efficiently. Pexip, a leading provider of enterprise video conferencing and collaboration solutions, is helping organizations address this need for virtual communication.

The team at Pexip understands that video meetings are crucial for keeping everyone connected. But not everyone invited to video meetings can attend them, and even if they do, human brains can't record all discussed ideas, decisions, and essential details and remember them forever. In addition, hard-of-hearing and non-native-language speakers might need help comprehending video meeting attendees.

Audio quality plays an important role in the overall meeting experience, but too much background noise means voices can't always be heard clearly. So Pexip uses NVIDIA AI technologies to improve real-time communications and enhance virtual meetings from any location and on any device.



**Using GPU-accelerated NVIDIA Maxine SDK, the Pexip team leverages capabilities such as super resolution, artifact reduction, face tracking, body pose estimation, and noise removal.**

> The unique combination of server-side and NVIDIA GPU technologies drastically improves the video conferencing experience for every meeting participant.

> With Maxine integrated into Pexip's flexible, secure digital infrastructure, these advanced features are delivered at the server level, meaning all participants in the video meeting will have the same enhanced experience.

### Customer profile



<b>Organization:</b> Pexip	<b>Industry:</b> Video Conferencing	<b>Location:</b> Lilleakerveien 2A 8th floor 0283 Oslo, Norway	<b>Formed:</b> 2012	<b>Website:</b> <a href="https://www.pexip.com/">https://www.pexip.com/</a>
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Transcribing live media real-time with NVIDIA Riva

## Solution

With Maxine and Riva integrated into their pipelines, the team at Pexip transcodes and transcribes live media in real time during meetings, giving each participant the best possible audio and video experience, no matter their device, hearing impairment, or language proficiency.

Pexip replaced its initial transcription solution with NVIDIA Riva automatic speech recognition (ASR), featuring the best accuracy for their top verticals of interest—healthcare, retail, and judicial. Now, all video meeting participants see everything said as accurate text on their screen in real-time and feel more confident about understanding details. Transcriptions make life easier for all participants. Preserved transcripts are shared with those who missed the meeting, and the golden bits of information are easily extracted and utilized for future tasks.

## Impact

“We easily combine NVIDIA’s advanced AI technologies with our own unique architecture, which allows our teams at Pexip to deliver an enhanced experience for virtual meetings, one that creates the space for more inclusive human interactions,” said Eddie Clifton, SVP Strategic Alliances at Pexip. “Next, we explore further extensions and applications of our server-side transcoding technology with NVIDIA Maxine and speech AI technology with NVIDIA Riva.” Pexip and NVIDIA Maxine work on adding innovative noise cancellation technologies, removing background noise, and making meeting experiences more powerful. Pexip and NVIDIA Riva explore introducing voice technology for Pexip on-premises services for customers that demand extreme confidentiality.

## Ready to Get Started?

To learn more about NVIDIA Maxine visit:  
[developer.nvidia.com/maxine](https://developer.nvidia.com/maxine)

### Maxine SDKs Used

- > Audio Effects SDK
- > Video Effects SDK
- > Augmented Reality SDK

### Feature Highlights

- > Noise Removal
- > Super Resolution
- > Artifact Reduction
- > Face Tracking
- > Body Pose Estimation

### Hardware

- > NVIDIA A10

“We can easily combine NVIDIA’s advanced AI technologies with our own unique server side architecture , which allows our teams at Pexip to deliver an enhanced experience for virtual meetings.”

**Eddie Clifton**, SVP Strategic Alliances, Pexip