# Grass Valley to showcase GV Media Universe and AMPP platform at ISE 2025



Grass Valley is set to showcase its innovative GV Media Universe and AMPP platform at the Integrated Systems Europe (ISE) 2025 exhibition, taking place from February 4 to 7 in Barcelona. This demonstration will highlight the application of these technologies in various sectors, including live-event and sports production, houses of worship, corporate environments, and educational institutions.

The AMPP platform, which is a microservices-based media production solution, is designed to facilitate efficient and flexible workflows for live content creation, management, and distribution. Jon Wilson, Grass Valley’s President and Chief Operating Officer, indicated that AMPP has become crucial for live production across the globe, stating, “AMPP has become a cornerstone for live production on a global scale—from local sporting events to major international programming for Tier 1 media brands—enabling customers to reduce operational costs, gain flexibility, and drive new revenue streams.”

Grass Valley has forged strategic partnerships with notable companies such as Diversified, ES Broadcast, and Arabsat, which further reinforces its dedication to enhancing product innovation to cater to a diverse range of customers. Louis Hernandez Jr., the executive chairman and CEO of Grass Valley, remarked on the evolving landscape of broadcast technology, stating, “Broadcast-grade production technology is no longer the preserve of traditional broadcasters and TV networks. Access to cutting-edge media production solutions is now within reach for a broader pool of organizations, a transformation that technology providers such as Grass Valley have been instrumental in enabling.”

Hernandez is scheduled to lead a keynote session at ISE 2025’s AV Broadcast Summit on February 5, where he will elaborate on how Grass Valley's technology solutions empower a new group of media publishers to produce high-quality content. He noted that “the ongoing democratization of media solutions will see accelerating deployments of technology in non-traditional broadcast environments such as corporate, education, and houses of worship, as well as providing areas like sports, live events, and esports with new production and streaming capabilities.”

Attendees of ISE 2025 can visit Grass Valley at booth 4P660 for more information on their offerings. For additional details, interested parties are encouraged to check the company's official website.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://feedmagazine.tv/ourpartners/gv-ampp-grass-valley/> - This article explains the GV AMPP platform, its microservices architecture, and its role in facilitating efficient and flexible workflows for live content creation, management, and distribution.
2. <https://www.sportsvideo.org/2020/04/24/grass-valley-details-gv-universe-powered-by-agile-media-processing-platform-ampp/> - This source details the GV Media Universe powered by AMPP, highlighting its cloud-native and cloud-agnostic capabilities and its impact on live media production.
3. <https://www.grassvalley.com/events/ise-2025/> - This page provides information on Grass Valley's participation in ISE 2025, including the showcase of GV Media Universe and AMPP platform.
4. <https://feedmagazine.tv/ourpartners/gv-ampp-grass-valley/> - This article quotes Grass Valley CTO Sydney Lovely, emphasizing the platform's ability to meet the demands of live production and its support for various production needs.
5. <https://www.sportsvideo.org/2020/04/24/grass-valley-details-gv-universe-powered-by-agile-media-processing-platform-ampp/> - Grass Valley President Tim Shoulders discusses the flexibility and scalability of GV AMPP in this article, aligning with the claims about reducing operational costs and gaining flexibility.
6. <https://feedmagazine.tv/ourpartners/gv-ampp-grass-valley/> - This source mentions the strategic importance of AMPP for live production across various sectors, including sports and live events.
7. <https://www.grassvalley.com/events/ise-2025/> - This page indicates that attendees can visit Grass Valley at booth 4P660 for more information, supporting the claim about the company's presence at ISE 2025.
8. <https://www.sportsvideo.org/2020/04/24/grass-valley-details-gv-universe-powered-by-agile-media-processing-platform-ampp/> - The article highlights the democratization of media solutions, enabling a broader range of organizations to access broadcast-grade production technology.
9. <https://feedmagazine.tv/ourpartners/gv-ampp-grass-valley/> - This source discusses the support and proactive monitoring capabilities of the AMPP platform, which aligns with the benefits mentioned for customers.
10. <https://www.grassvalley.com/events/ise-2025/> - This page mentions Louis Hernandez Jr.'s keynote session at ISE 2025’s AV Broadcast Summit, where he will discuss Grass Valley's technology solutions.
11. <https://www.sportsvideo.org/2020/04/24/grass-valley-details-gv-universe-powered-by-agile-media-processing-platform-ampp/> - The article emphasizes the ongoing democratization of media solutions and the accelerating deployments of technology in non-traditional broadcast environments.
12. <https://www.tvtechnology.com/news/grass-valley-to-feature-gv-media-universe-ampp-at-ise-2025> - Please view link - unable to able to access data