



Your AI Assistant For Creating News Stories

Accelerate news production. Improve content quality. Revolutionize journalism.

Main Advantages

- **Increased Efficiency:** Automates the news creation, reducing the production time of a news story by up to 80%.
- **Quality and Accuracy:** Generates structured news content through AI and natural language processing.
- **Advanced Customization:** Allows the adaptation of news content to the target audience, with editing and personalization options.
- **Ease of Use:** Intuitive interface that allows interaction with AI through natural language.

Technical Specifications

- **Integration:** Compatible with existing news production and archiving systems.
- **AI technologies:**
 - o Multimodal and multilingual language models.
 - o Natural Language Processing (NLP).
 - o Automatic voice-over generation.
 - o Generative AI applied to content scripting and editing.

Contact

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GeNews is a cutting-edge platform designed to automate and optimize the creation of news content. The traditional news production process involves several manual phases, from capturing images and interviews to final editing and distribution. These phases include the recording of audiovisual material, screening and previewing, script writing, editing and, finally, exporting and distributing the content. Each of these phases can take several hours, representing a significant burden in terms of resources and time.

GeNews revolutionizes this process by automating these tasks through advanced AI-based technologies and enables journalists and editors to generate news quickly through simple prompts or forms. The platform is equipped with large-scale language modeling (LLM) agents that automatically generate editing and content proposals, facilitating the production of high-quality news in record time. GeNews also offers the ability to generate voiceovers using synthetic or cloned voices, personalizing the content experience.

By integrating these functionalities into a streamlined workflow, GeNews reduces the production time of a 90-second news story from 3.5 hours to just 45 minutes, a reduction of up to 80% in the time required to produce a news piece. This time saving allows journalists and editors to focus more on the creative and strategic aspects of production, improving the efficiency and quality of the content generated.

Finally, integration with media storage systems and non-linear editors such as Adobe Premiere or Avid ensures an agile and efficient workflow, adapting to the professional tools widely used in the industry. With an approach based on a Content Understanding Platform, GeNews applies the audiovisual language in a precise way, improving the accuracy and coherence of the generated content.

Key Features

- **News Content Generation:** Creates news through prompts and simple forms, optimizing data entry to produce relevant and well-structured content.
- **LLM Agents for Automated Pre-Edited Sequences:** Use LLM-based agents to automatically generate pre-edited sequences, facilitating the scripting and production process.
- **Voiceover Generation:** Create voiceovers using synthetic or cloned voices, providing accurate and tailored storytelling for each news.
- **Script Generation for Newsroom Systems:** Automatically generates the necessary scripts for newsroom systems, saving time in the creation of textual content.
- **Access to Audiovisual Files:** Integrates with corporate storage systems, allowing quick and easy access to the audiovisual files needed for news creation.
- **Integration with Non-Linear Editors:** Compatible with professional editors such as Adobe Premiere and Avid, improving efficiency in video editing without the need to change existing tools.
- **Based on a Content Understanding Platform:** Applies advanced audiovisual understanding technologies to process and generate appropriate content according to journalism standards and language.