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Transforming Experience Management: Zenapptic.AI Highlights ZEN3 Platform at InfoComm 2025

One Platform, Infinite Displays: Empowering Teams to Control, Preview, and Deploy Live Content Instantly with ZEN3 Media Director

ORLANDO — June 10, 2025 — Zenapptic.AI, a leader in visual experiential technology, will spotlight its latest innovations in immersive content control at InfoComm 2025, taking place June 11-13 at the Orange County Convention Center in Orlando. Visitors to the Unilumin booth (#1429) will experience firsthand the powerful capabilities of ZEN3's Media Director, a groundbreaking feature redefining live content delivery across screens, spaces, and formats.

The Media Director feature within the ZEN3 Experiential Management System (EMS) makes it easy to deliver and control live content across diverse environments, whether in corporate lobbies, theme parks, sports arenas, or interactive exhibits.

"With ZEN3 Media Director, we're giving creative and technical teams the control they need to orchestrate immersive content in real time, eliminating bottlenecks and accelerating production," said David Wilkins, CEO of Zenapptic.AI. "At InfoComm, we're excited to show how ZEN3 simplifies complex media workflows while unlocking next-level storytelling opportunities."

David Wilkins on InfoComm Panel on Virtual Reality and Remote Collaboration

In addition to showcasing new technology, Zenapptic.AI President and CEO David Wilkins will join industry leaders as a featured panelist on "Advancements in Virtual Reality and Remote Collaboration" on Thursday, June 12, from 11:00 AM to 12:00 PM in room W312AB. The session will explore how VR is revolutionizing the way teams work and communicate across distances. Attendees will gain insights into the future of immersive collaboration from experts across the AV and technology landscape. The panel is open to Education Pass holders or available individually (\$159 members / \$199 non-members), and offers 1 CTS RU credit.

Designed for Visual Impact and Operational Simplicity

ZEN3 Media Director empowers users to instantly load any content: live video (NDI, IPMX, RTSP), web video streams, high-res images, AI-generated visuals, YouTube™ videos, file-based video, and even live Teams™ video streams to any display, across any screen or display configuration.

Features include:

- **Drag-and-Drop Interface:** Effortless content assignment and real-time preview



- **Live Video Cutouts:** Enhance professional polish with automatic removal of remote meeting backgrounds
- **Scalable Control:** Built to manage installations ranging from a single video wall to multi-zone experience centers
- **AI-Powered Visuals:** Seamlessly integrate dynamic media generated by AI for real-time adaptability

Elevating the Standard for AV Integration

The ZEN3 EMS integrates with leading AV infrastructures, providing a unified platform that adapts to any space or experience strategy. Its flexibility makes it ideal for integrators, designers, and technologists seeking to streamline deployment and increase creative possibilities.

Attendees of InfoComm 2025 are invited to explore ZEN3 and Media Director in action at the Unilumin booth (#1429).

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About Zenapptic.AI

Zenapptic.AI is at the forefront of experiential technology, delivering advanced visual solutions that combine artificial intelligence, real-time data processing, and dynamic content integration. The company's flagship platform, ZEN3, is designed to transform how brands and organizations create meaningful experiences that connect people, amplify messages, and inspire action. For more information about Zenapptic.AI and its capabilities, visit [Zenapptic.AI](https://zenapptic.ai).

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PR link: https://static.zenapptic.ai/press/20250610_ZenappticAtInfoComm2025_Final.docx

Image link: https://static.zenapptic.ai/press/ZENAPPTIC_MEDIADIRECTOR_UI_16x9.jpg

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