

# Groundbreaking new tech changing game for journalists, law enforcement, military

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AUSTIN, TX, UNITED STATES, March 26, 2025 /EINPresswire.com/ -- A wanted criminal steals a car and speeds through the city. Surveillance and news helicopter cameras capture it. But in the grainy video, the license plate is unreadable.

Now, imagine this: [latakoo](#)'s Generative Video Codec ([GVC](#)) sharpens that plate instantly. No waiting. No re-processing. Just immediate clarity on the most critical detail. That detail is delivered to you first – before any other video that was captured. Reporters immediately inform the public about the danger; police now know who they're dealing with; the military positively IDs their suspect and launches an op.

latakoo, the leader in intelligent video workflow, has developed GVC, a first-of-its-kind technology that prioritizes and enhances the most important areas of any video stream—live, in real time. Whether it's a journalist covering breaking news, a first responder analyzing disaster footage, or a sports producer capturing the game-winning shot, GVC allows you to see what matters first.

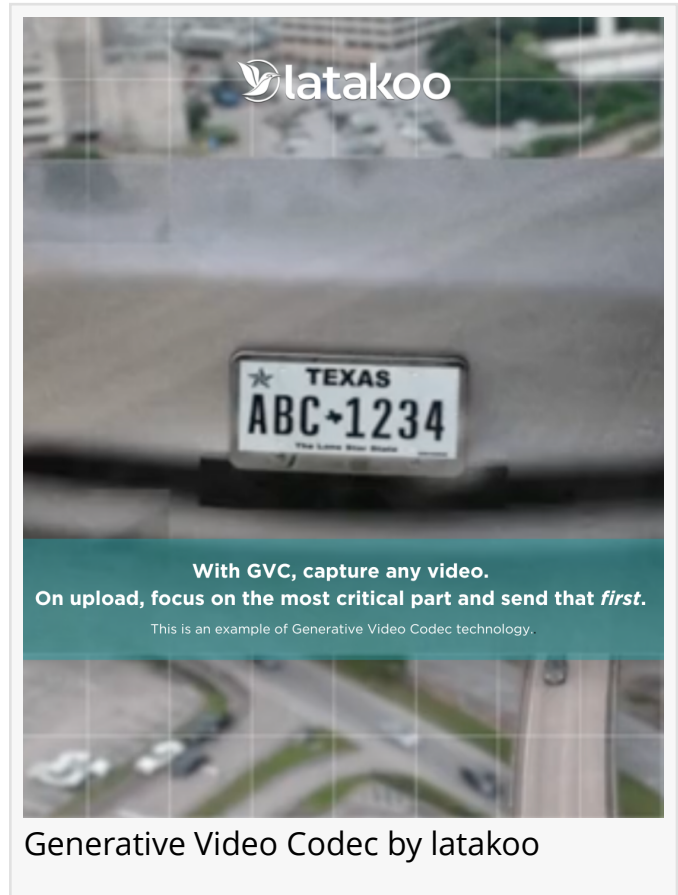
“

You can dial it in with GVC to see what matters to you first. In military and police activities and breaking news, that clarity can save lives.”

*Jade Kurian, latakoo Co-Founder & President*

GVC automatically enhances the most relevant parts of a live feed. When used manually, users can pinpoint specific areas—like a suspect's face, structural damage after an explosion, or a player's foot at the goal line—and GVC delivers it in razor-sharp quality while optimizing bandwidth.

The US Air Force gave latakoo four grants to develop this revolutionary technology.



Generative Video Codec by latakoo

latakoo will debut GVC at [NAB](#) Futures Park in Las Vegas April 6-9. But you can tell the story first. Reach out to us for a live demo, interviews, images and broll.

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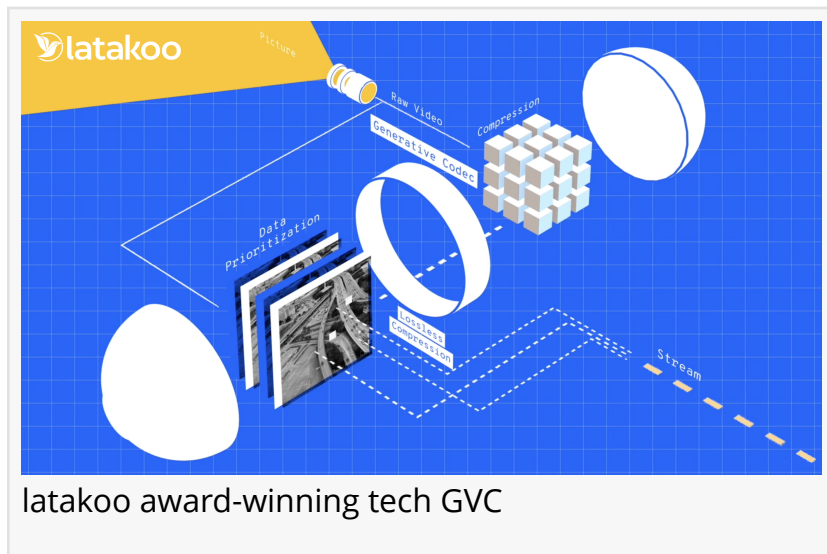
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