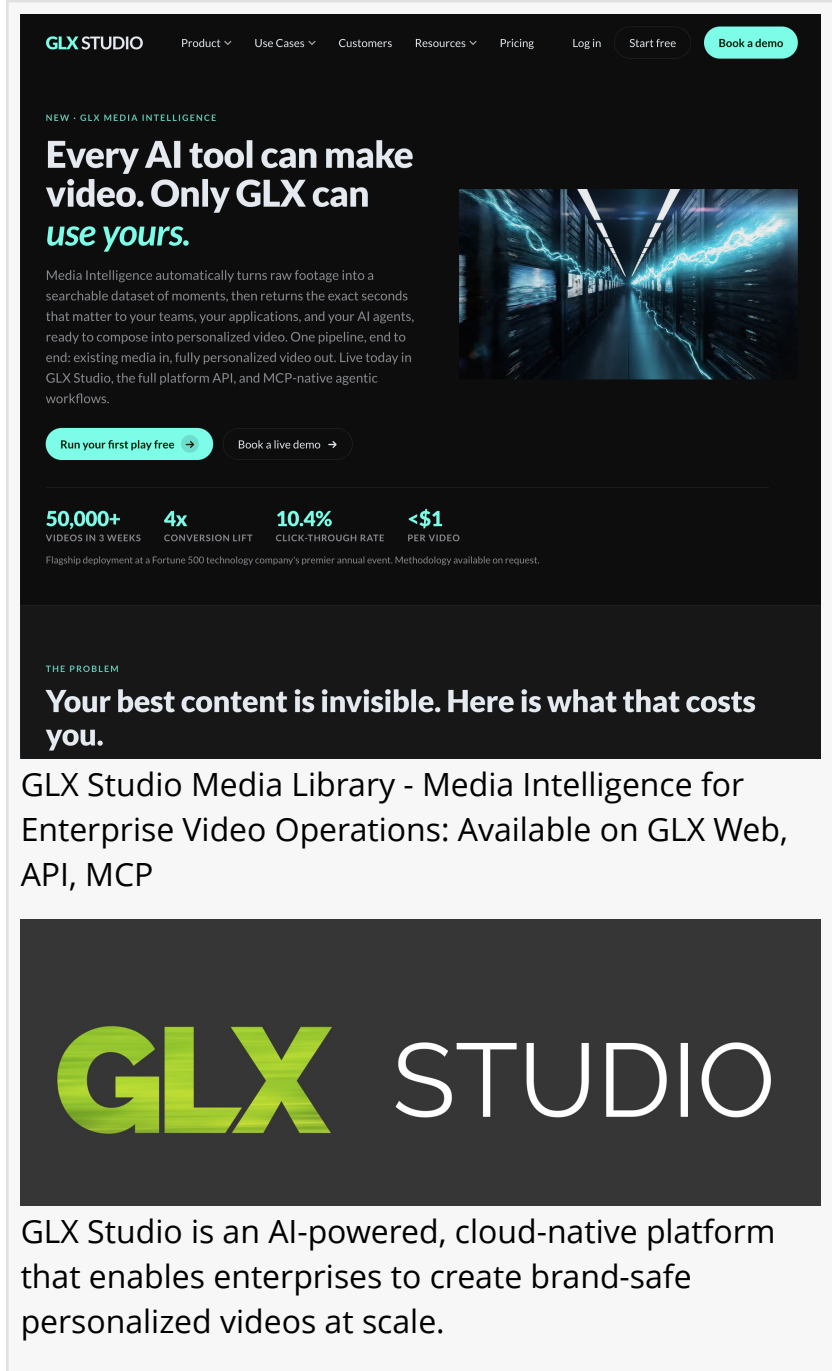


GLX Studio Launches Media Intelligence API So Enterprise Applications and AI Agents Can Find, Understand, and Use Video

New capability brings enterprise video out of the dark and unlocks end-to-end agentic pipeline: existing media in, fully personalized video out, one platform

SAN FRANCISCO, CA, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- GLX Studio, the enterprise media platform behind personalized video storytelling at massive scale, today announced the general availability of GLX Media Intelligence, an intelligence layer that lets enterprise teams, applications, and AI agents find, understand, and compose personalized video stories from the media their company already owns. The launch of sets GLX apart in the category: a single end-to-end pipeline that takes a company's existing media in one end and delivers finished, brand compliant, fully personalized video out the other, in one platform and one API call.

Enterprises sit on thousands of hours of recorded footage: keynotes, training sessions, product demos, customer stories, executive talks. Nearly all of it goes dark after first use because no system understands what is inside it. The business cost is concrete: teams pay \$4,000 to \$10,000 and wait weeks for each hand-built video, personalized outreach that



The screenshot shows the GLX Studio website landing page. At the top is a navigation bar with links for Product, Use Cases, Customers, Resources, Pricing, Log In, Start free, and a Book a demo button. The main headline reads "Every AI tool can make video. Only GLX can use yours." Below this is a paragraph describing the Media Intelligence capabilities. A secondary headline states "Your best content is invisible. Here is what that costs you." Below the headlines are four key metrics: 50,000+ VIDEOS IN 3 WEEKS, 4x CONVERSION LIFT, 10.4% CLICK-THROUGH RATE, and <\$1 PER VIDEO. At the bottom, the GLX Studio logo is displayed in large green and white letters.

GLX STUDIO

GLX Studio is an AI-powered, cloud-native platform that enables enterprises to create brand-safe personalized videos at scale.

converts 4x better than generic content goes unsent, and the AI agents now deployed across sales, marketing, learning, and support cannot see into video at all.

GLX Media Intelligence changes that. Upload raw footage and the platform does the rest automatically: it segments every video into moments and identifies the speakers, faces, objects, brands, on-screen text, scenes, topics, quotes and emotional tone inside each one, turning every hour of video into a structured, searchable dataset with no manual tagging and no metadata team. Ask a question and retrieval answers at the moment level: not a list of files, but the exact 6, 12, or 30 seconds inside a 60-minute recording that matter, ranked, with reasons. Retrieved moments flow directly into GLX's story and personalization engine, which composes branded, personalized video at scale for less than one dollar per video.

"Every enterprise AI agent will need to use video, not just generate it," said Zak Zielezinski, founder and CEO of GLX Studio. "An agent should be able to ask for the strongest 12 seconds of the CEO on AI strategy, get ranked moments with reasons, and send the pick straight into a finished, personalized video for one account. That is not a roadmap for us. It is running in production with customers using it today."

The capability was proven at scale in a recent flagship deployment with a Fortune 50 technology company's premier annual event: one 15-page event guide and five hours of existing footage became 50,000 personalized videos in minutes. The measured outcomes: conversion rose 4x over static outreach (1.2 percent to 4.8 percent), click-through hit 10.4 percent against a 2.6 percent program baseline, and the campaign returned 21x its investment at under one dollar of incremental cost per video.

GLX occupies a position no adjacent category covers. Avatar and generation tools create new synthetic footage but cannot use what a company already owns. Digital asset managers store files without understanding what is inside them. Video enablement platforms host and track content. Video-intelligence APIs return raw embeddings that still require an engineering team to turn into anything a business can ship. GLX is the only platform that runs that whole loop on a company's own footage, end to end: it understands existing media at the segment level, retrieves the right moments with reasons, and composes them into finished, brand-compliant, personalized video, in one system and one API call. As generation commoditizes, the value in enterprise media is shifting from making new content to operationalizing what companies already own, a market analysts project to exceed \$42 billion by 2033.

Media Intelligence is available today on every surface of the platform:

In the GLX Studio interface: The Media Library gives every user semantic search across their indexed footage, with results returned as usable moments, not files. Retrieved moments move straight into StoryBuilder and Campaigns.

Through the full platform API: Developers wire ranked, reasoned media retrieval and

personalized generation into CRM, LMS, CMS, DAM, and CX systems. The platform handled more than 720,000 production API calls in the quarter following general availability.

In agentic workflows via MCP: GLX ships a production MCP server, so AI agents and copilots can query a company's media estate and trigger finished, brand-compliant video as a native tool call.

"Generation is commoditizing. The value is moving to understanding and operationalizing the media enterprises already own," said Eric Zimmerman, Head of Engineering at GLX Studio. "We built the intelligence layer so that a query returns ranked segments with scores and reasons, not an embedding dump, and so the answer can become a finished video on the same platform."

The platform supports more than 75 languages and integrates with HubSpot, Salesforce, Brightcove, Kaltura, SharePoint, Google Drive, and Box, among others.

First Play Free: To mark the launch, the first 50 companies to apply before September 10, 2026 run their first play free: GLX indexes up to five hours of footage, opens plain-language search across it the same day, and includes 100 personalized video credits to run one real campaign, an account-based or event follow-up wave for marketing teams, or one course module personalized per learner cohort for learning teams, complete with an engagement readout. Details at corp.glxstudio.com/media-intelligence.

About GLX Studio

GLX Studio is the enterprise media intelligence platform. It understands a company's media estate, retrieves the right moments, and composes personalized video for teams, applications, and AI agents, without breaking the customer's stack. GLX serves enterprise customers across marketing, learning, and customer experience, with hundreds of thousands of videos generated in production and 200,000+ hours of production video indexed. Learn more at glxstudio.com.

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