

Xelta Unveils AI Creative Operating System for Long-Form Filmmaking - From One Prompt to Up to 60 Minutes

Xelta combines AI image and video generation, 90+ AI models, editing, voice, advertising and social publishing in one connected workflow.

PALO ALTO, CA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [Xelta](#), the flagship generative AI platform from [MatchBest Group](#), today unveiled its AI Creative Operating System, designed to move creators and businesses from a prompt to finished, publishable content without stitching together a fragmented stack of creative applications.

At its core, Xelta combines an AI Image Generator and AI Video Generator with long-form storytelling, integrated post-production, voice and localization, advertising and social publishing. The platform orchestrates more than 90 AI models across image, video, voice, editing and multimodal workflows, giving users model choice while keeping the creative process inside one environment.

From AI Generation to a Complete Production Workflow

Generative AI has made individual images and video clips dramatically easier to create. Xelta is focused on the next problem: connecting those outputs into a coherent production. Content Flow is Xelta's orchestration environment for turning an idea into structured creative work across scripts, storyboards, scenes, characters, video, audio, localization and finishing. Its flagship Microdrama workflow is designed for episodic cinematic narratives of up to 60 minutes. Rather than treating long-form content as a sequence of unrelated generations, the workflow coordinates screenplay development, scene composition, character continuity,



Xelta: AI Creative Operating System

dubbing, lip-sync, avatars, music, subtitles and editing.

AI Image Generator and AI Video Generator - Connected, Not Isolated

Xelta's AI Image Generator supports visual ideation, campaign imagery, characters, environments and creative assets. Its AI Video Generator extends those assets into motion and cinematic scenes. Both sit inside the same broader production workflow, allowing creators to move from still imagery to video, editing and distribution without rebuilding the project in another application.

Xelta's multi-model architecture is designed to route creative tasks across more than 90 AI models based on requirements such as visual fidelity, motion, realism, voice quality and editing precision.

XeltaCut Brings Editing Into the AI Workflow

XeltaCut is Xelta's integrated AI video editing and post-production environment. It brings scene stitching, enhancement, VFX-oriented workflows, motion control, color work, subtitles, MultiCam workflows and frame-level editing into the same platform used to generate the content.

“

AI has solved content generation. The next challenge is connecting creation, storytelling, production and distribution. Xelta brings that journey into one intelligent creative system”

Vishal Arya

The objective is simple: generation should not be the end of an AI workflow. It should be the beginning of a production workflow.

From Creative Asset to Campaign

Through SocialVerse, Xelta connects creation with business activation. Brands can develop short-form video ads, reels, LinkedIn content and multilingual campaign assets, then schedule or publish content across supported social channels. Xelta is designed to connect the film studio, editing suite and advertising workflow rather than treating them as separate products.

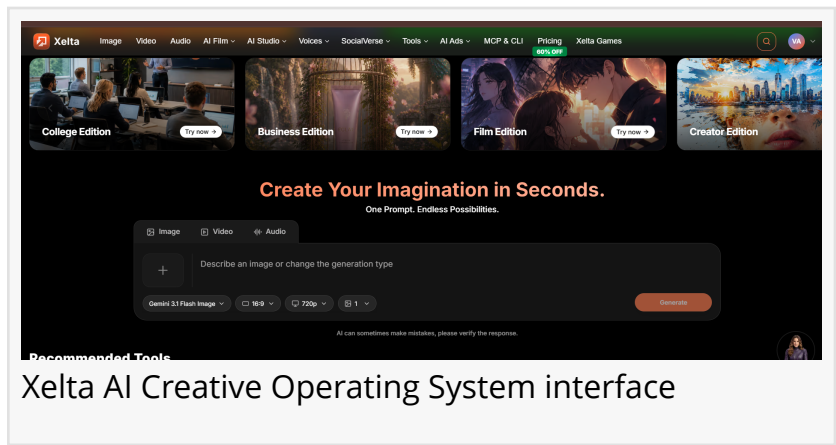


Vishal Arya, Chairman and Group CEO of MatchBest Group

A Creative Operating System for Creators and Enterprises

Xelta supports creators, agencies, entertainment studios, media companies and enterprise teams, with web, iOS and Android experiences alongside APIs, workflow orchestration, MCP and CLI capabilities.

"The next phase of generative AI is not just about generating a better image or a better clip," said [Vishal Arya](#), Chairman and Group CEO of MatchBest Group. "It is about connecting the entire creative journey. With Xelta, our vision is to move from one idea to images, video, long-form storytelling, professional editing, advertising and publishing inside one intelligent production environment." Availability



Xelta is available across web, iOS and Android. Individual models, tools and workflows may vary by plan, geography and release stage.

About Xelta

Xelta is an AI-native creative platform from MatchBest Group designed to connect image generation, video generation, long-form storytelling, editing, voice, advertising and publishing in one workflow. Xelta combines an AI Image Generator, AI Video Generator, Content Flow, XeltaCut and SocialVerse with multi-model orchestration across more than 90 AI models. The platform is available across web, iOS and Android, subject to plan, geography and feature availability.

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