

MatchBest Group Builds Global Portfolio of AI Operating Platforms Across Media, Healthcare and Enterprise

Xelta, Streamplay, Healnova, Vitaay and AvaOne anchor a platform strategy spanning creative AI, streaming, health technology and enterprise automation.

PALO ALTO, CA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [MatchBest Group](#) is building a global portfolio of AI-first operating platforms designed to transform complete industry workflows across creative technology, media and streaming, healthcare technology, enterprise automation and the creator economy.

Rather than developing a collection of standalone AI applications, MatchBest Group is pursuing a platform strategy focused on connecting artificial intelligence with end-to-end industry workflows. The company's approach combines AI orchestration, cloud-native engineering, automation and enterprise-ready technology to create specialized platforms serving different markets while leveraging a common foundation of AI capabilities.

[Xelta](#): The Flagship Creative AI Platform

At the center of this strategy is Xelta, MatchBest Group's flagship AI Creative Operating System. Xelta brings together AI image generation, AI video generation, long-form filmmaking, intelligent editing, voice and localization, advertising, social content and automated creative workflows. Its Content Flow environment is designed to orchestrate more than 90 AI models, while its Microdrama workflows support episodic storytelling of up to 60 minutes. Xelta also includes advanced workflow automation through Xelta Flows Studio, enabling creators and businesses to design repeatable AI-powered production pipelines. The platform is designed



Vishal Arya, Chairman and Group CEO of MatchBest Group, leading the company's global AI platform strategy.

to move creative AI beyond individual generation tools toward a connected environment for producing, managing and scaling content.

StreamPlay: AI-Powered Digital Entertainment

StreamPlay extends MatchBest Group's platform strategy into media and entertainment. Its B2B white-label OTT platform is designed for telecom operators, broadcasters, media companies, sports organizations and digital entertainment businesses. The platform combines content aggregation, live television, AI-assisted discovery, cross-platform search, interactive advertising, monetization and commerce-oriented viewing experiences. StreamPlay is designed to address the growing fragmentation of digital entertainment by creating a more unified discovery and engagement layer.



MatchBest Group: Building AI-first platforms for the next generation of digital industries.

HealNova: AI-Powered Health Technology



The future of AI belongs to connected platforms that power complete industry workflows. We are building AI ecosystems that simplify complexity and enable innovation at scale."

*Vishal Arya, Chairman &
Group CEO, MatchBest Group*

HealNova represents MatchBest Group's healthcare technology platform, focusing on AI-assisted health information, wellness insights, health-data organization, family care workflows and connected health experiences. The platform is designed to bring intelligence and automation into increasingly digital healthcare environments while maintaining appropriate clinical, regulatory and privacy considerations. Medical and diagnostic capabilities remain subject to applicable clinical, regulatory and legal requirements.

AvaOne: Enterprise Automation and Customer

Experience

AvaOne is MatchBest Group's enterprise automation platform, designed to connect customer engagement, CRM-oriented workflows, support operations, business-process automation and enterprise collaboration.

As organizations manage increasingly complex technology environments, AvaOne is being

developed as an intelligent operational layer designed to reduce fragmented workflows and help businesses automate repetitive processes while improving customer and employee experiences.

Vitaay: Connecting Brands and the Creator Economy

Vitaay extends the MatchBest ecosystem into influencer marketing and creator commerce. The platform is designed to connect brands and creators through AI-powered discovery and matching, campaign management, contracts, secure payment workflows, content approvals, performance analytics and commerce integrations.

By bringing creator discovery, campaign execution and performance measurement into a unified environment, Vitaay is designed to help brands build more efficient creator partnerships while giving creators new opportunities to collaborate with businesses and monetize their influence.

Elite Maverick: A Global Innovation and Leadership Network

Elite Maverick expands MatchBest Group's ecosystem into leadership, entrepreneurship and innovation, creating a platform designed to connect entrepreneurs, creators, professionals and global business leaders.

Together, these platforms represent MatchBest Group's broader strategy of applying AI to different categories while building specialized products around the needs of each industry.

The MatchBest Platform Thesis

"The next generation of AI companies will be defined by more than individual models or applications. They will be defined by their ability to connect AI with complete industry workflows. At MatchBest Group, we are building platforms that bring together creativity, entertainment, healthcare technology, enterprise automation and the creator economy to simplify complexity and enable innovation at scale."

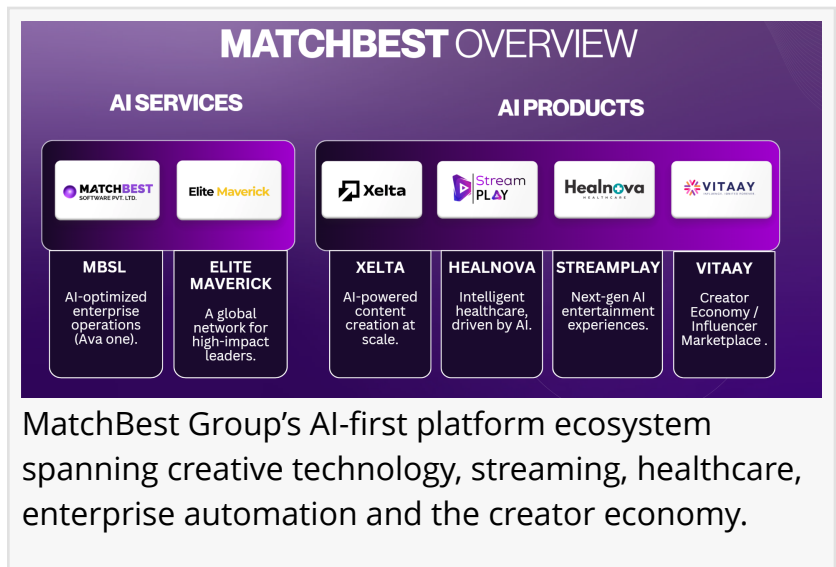
- Vishal Arya, Chairman and Group CEO, MatchBest Group

Manavi Singh, representing the company's product and ecosystem vision, added:

"Today's users and businesses expect technology to be intelligent, connected and intuitive. Our goal is to build AI-powered experiences that do more than automate individual tasks. We want our platforms to connect people, workflows and intelligence in ways that create meaningful value at scale."

Building a Global AI Ecosystem

Headquartered in Palo Alto, California, MatchBest Group is expanding its platform, technology,



partnership and go-to-market activities across international markets, with operations and business activities spanning the United States, India, UAE, Saudi Arabia and other global markets.

Supported by its Global Capability Center and AI Center of Excellence, MatchBest Group combines product development, engineering, AI research and commercialization capabilities to build and scale its platform portfolio.

The company's strategy reflects a broader shift in the technology industry from standalone AI tools toward integrated AI-powered platforms capable of coordinating complex workflows.

With Xelta, StreamPlay, HealNova, AvaOne, Vitaay and Elite Maverick, MatchBest Group is building a multi-platform ecosystem positioned at the intersection of generative AI, digital entertainment, healthcare technology, enterprise automation and the creator economy.

About MatchBest Group

MatchBest Group is an AI-first global technology company building specialized operating platforms across generative AI, creative technology, media and streaming, healthcare technology, enterprise automation, creator commerce and digital services.

Its portfolio includes Xelta.ai, StreamPlay.ai, HealNova.ai, AvaOne, Vitaay.ai and Elite Maverick, with each platform focused on applying AI, automation and intelligent workflows to specific industries and markets.

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