

PeakActivity and DME Studio Merge to Bring Video Into the Core of Digital Transformation

Strategic combination unites technology consultancy and production studio, bringing together strategy and content to help organizations scale more effectively.

DELRAY BEACH, FL, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [PeakActivity](#), a

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*Manish Hirapara CEO at
PeakActivity*

technology solutions partner helping mid-to-large enterprises accelerate digital transformation through AI, automation, and modern commerce, today announced its merger with DME Studio (dme.studio), a multidisciplinary creative studio headquartered in Belgrade, Serbia, with operations across the United States and Europe.

The combined organization will operate under the PeakActivity brand, with creative production capabilities under the DME Studio name, giving enterprise clients access to a fully integrated team spanning technology strategy, AI implementation, and video and content production.

Why This Merger, Why Now

Most organizations invest in technology, build capable teams, and set ambitious goals, yet overlook how much of that progress depends on clear communication. Video is no longer just a marketing channel; it is how organizations explain what they do, build trust with customers, and demonstrate results.

PeakActivity has built its reputation helping organizations turn technology, commerce, and AI into exceptional experiences and elevated outcomes. DME Studio has built theirs delivering those experiences on screen, with over 3,000 videos produced for 150+ clients across five continents, generating more than 300 million views. Together, these capabilities strengthen each other in ways neither could achieve alone.

What the Combined Organization Delivers

PeakActivity clients now gain direct access to DME Studio's full-service production capabilities,

including corporate and institutional videos, [animated explainers](#), [social-first content](#), event coverage, and post-production, all embedded within the same technology and digital transformation engagements they already rely on PeakActivity to lead.

DME Studio's clients, in turn, gain access to PeakActivity's deep expertise across AI, data and analytics, eCommerce technology, conversion rate optimization, SEO, and digital modernization, giving their content a strategic foundation and measurable business context that standalone production agencies cannot provide.

The merger establishes a dual operational presence in Delray Beach, Florida, and Belgrade, Serbia, enabling the combined organization to serve clients across North America and Europe with in-market teams and the capacity to run parallel production across multiple time zones.

Built on a Shared Belief

The merger was grounded in a shared conviction between Manish Hirapara and Matija Šimunec: that exceptional experiences, whether delivered through technology or through a camera lens, require the same clarity of purpose and discipline of execution.

"Most technology investments never fully deliver on their promise, not because the technology is wrong, but because execution is hard," said Manish Hirapara, CEO of PeakActivity. "Organizations struggle to explain what they are doing and why it matters. From the first conversation I had with Matija, it was clear we were solving the same problem from different angles. This merger closes that gap so our clients can build exceptional experiences and tell that story with the same rigor and craft."

Matija Šimunec, CEO and Co-Founder of DME Studio, added: "The organizations moving fastest today are the ones where strategy and storytelling are not separate departments; they are the same conversation. Joining forces with PeakActivity means we can help clients produce content that moves people while ensuring it is grounded in real business strategy and measurable outcomes."

A Firm Belief in Video-First Strategy

A video-first strategy does not mean producing more content. It means treating video as a core operating asset that communicates brand value, accelerates sales cycles, and creates impressions text and static assets cannot replicate. The combined team is positioned to deliver that capability from strategic brief to final frame for enterprise clients navigating digital transformation.

About PeakActivity

PeakActivity partners with organizations navigating moments of change and growth, turning

technology, commerce, and AI into exceptional experiences that move the business forward. Headquartered in Delray Beach, Florida. Learn more at www.peakactivity.com.

About DME Studio

DME Studio is a multidisciplinary creative studio founded in 2018 and headquartered in Belgrade, Serbia. The studio has delivered 3,000+ projects for global brands including UNICEF, UNDP, Coca-Cola, Siemens, Samsung, and Adidas, with a team of 25+ full-time creatives operating across five continents.

For media inquiries, partnership opportunities, or to speak with PeakActivity or DME Studio leadership, contact press@peakactivity.com.

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