



Sonic Foundry's Vidable® Launches AI Video Platform

MADISON, Wis., Oct. 31, 2023 – [Sonic Foundry, Inc.](#) (NASDAQ: SOFO), the trusted leader in video capture, management and streaming solutions, today announced that its Vidable® brand, which uses AI-powered solutions to turn video libraries into dynamic knowledge bases, has launched its flagship product offering – a secure platform designed to accelerate the distribution of high-quality content and improve the usability and value of enterprise video libraries.

The exponential growth of enterprise video libraries, fueled by the widespread adoption of videoconferencing and the proliferation of user-friendly recording tools has presented both opportunities and challenges for organizations. While it's easier than ever to create and store video, extracting the full value of that content and ensuring that it functions efficiently as a knowledge resource can be a formidable task, leaving many organizations sitting on a great deal of latent value in their video libraries. This applies across the landscape of enterprise organizations, from healthcare and financial services to manufacturing and events. The Vidable platform incorporates three key AI-powered features – Assistant, Insights, and Transformations – each designed to address a different set of challenges associated with managing large enterprise video libraries.

Vidable Assistant empowers content owners and viewers with real-time support, search, and content generation capabilities through a conversational interface. Vidable Insights uses AI to analyze the speech, text, and other visual elements within a video to produce quickly digestible content metrics and other data assets via a customizable analytics dashboard. Vidable Transformations offer automated content enhancement capabilities to improve the production quality and accessibility of video. The entire platform was designed to support modern organizations' data security and confidentiality needs by focusing Vidable AI on specific data sets (e.g., one organization's video library). Vidable will not expose organizations' data to external sources or training models and does not interact with open-source internet content.

Sonic Foundry's Senior Vice President of Product, Jason Weaver, remarked, "We're thrilled to unveil the Vidable platform. With Assistant, Insights, and Transformations, we've harnessed a year of dedicated effort to craft AI solutions that address the unique challenges of today's enterprise video content. These features empower creators to produce high quality content while guaranteeing easy access to the information contained within that content for their peers, partners, and viewers."

For more information on Vidable products and solutions, visit the newly redesigned [website](#) today.



About Sonic Foundry

Founded in 1991 and headquartered in Madison, Wis., Sonic Foundry (NASDAQ: SOFO) is dedicated to transforming how the world works and learns through innovative and scalable technology solutions. We help customers maximize the value of their video initiatives and infrastructure while leveraging our expertise and global footprint to help unlock a smarter, more connected world for learners, workers, and entrepreneurs everywhere. Sonic Foundry's family of brands includes Mediasite®, Video Solutions, Vidable™ and Global Learning Exchange™, which are trusted by thousands of educational institutions, corporations, and health care organizations in dozens of countries around the world. For more information on how Sonic Foundry's solutions can empower you and your organization to seize today's opportunities as well as those of the future, visit www.sonicfoundry.com.

About Vidable™

Vidable™ is building a collection of AI-powered video analytics and transformation tools designed to operate at enterprise scale. In today's environment, video is everywhere – and with so much content being created and shared, the traditional tools for managing video cannot keep up. Vidable is assembling the most cutting-edge, functional AI video capabilities to solve enterprise video's existing and future challenges. To learn more about how Vidable can enable you to harness the transformative power of video AI, visit www.vidable.ai.

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Forward Looking Statement

This news release contains forward-looking statements about the products and services of Sonic Foundry within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements include statements about our products and services, our customer base, strategic investments, new partnerships, our future operating results, and any statements we make about the company's future. These types of statements address matters that are subject to many risks and uncertainties. Actual results could differ materially from the forward-looking guidance we provide. Any forward-looking statements should be considered in context of the risk factors disclosed in our periodic forms 10Q, 10K and other filings with the SEC. These filings can be accessed on-line at www.sec.gov and other websites or can be obtained from the company's investor relations department. All of the information and disclosures we make in this news release regarding our business, including any forward-looking guidance, are as of the date given and we assume no obligation to update or change this information, regardless of subsequent events.

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