

latakoo Wins Top Honors at U.S. Army xTechLive Competition for Groundbreaking Generative Video Codec

Military leaders recognize latakoo's codec as a game-changer for tactical ops, ISR, and national defense



Tampa, Florida May 9, 2025 ([Issuewire.com](https://www.Issuewire.com)) - The U.S. Army awarded **latakoo** top honors at the **2025 xTechLive Competition**, recognizing the company's **Generative Video Codec (GVC)** for its potential to transform how mission-critical video is delivered and understood in the most demanding environments.

Presented during **Special Operations Forces (SOF) Week** in Tampa, Florida, the award comes with a cash prize and post-competition development opportunities with the Department of Defense. The competition, hosted by the Army's Assistant Secretary for Acquisition, Logistics, and Technology and the ISR Task Force, seeks to identify world-class commercial technologies that can strengthen U.S. defense capabilities.

latakoo's Generative Video Codec, already turning heads across broadcast, scientific, and medical sectors, enables **real-time prioritization and sharpening of live video feeds**, so that users can

immediately see the most important parts of a scene—even under severely constrained bandwidth conditions.

“This technology was made for environments where clarity and speed are non-negotiable—combat zones, disaster response, intelligence gathering,” said **Jade Kurian**, President and Co-Founder of latakoo. “To be recognized by the U.S. Army at SOF Week is a powerful endorsement of what we’ve built and what comes next.”

GVC allows operators to **instantly highlight areas of interest within a video**—whether it’s a face in a crowd, a heat signature in the distance, or movement in a compromised zone—without increasing the bandwidth footprint. It’s the **first codec designed for action in real-time and under real stress**, which made it a standout in front of military judges looking for ready-now innovation.

“We’ve long believed Generative Video Codec would be essential for forward operations,” said **Paul Adrian**, CEO and Co-Founder of latakoo. “Today, the U.S. Army agreed. And we’re just getting started.”

latakoo previously took home the **2025 National Association of Broadcasters Technology Innovation Award** for the same technology and is currently engaging with top-tier broadcasters, public safety agencies, and now defense leaders on potential real-world deployments.

About latakoo

latakoo is a mission-critical cloud-based video workflow platform used by the world’s largest broadcasters and agencies. Founded by journalists and built for professionals, latakoo offers the fastest, most secure path to move video from anywhere to anywhere—regardless of bandwidth or location. Headquartered in Austin, Texas, latakoo is reshaping how video is captured, shared, and understood—across media, government, healthcare, and defense.

Built by journalists. Trusted by the world.

Learn more at latakoo.com or [book a demo](#).

Press inquiries:

marketing@latakoo.com



Media Contact

latakoo

*****@latakoo.com

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