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Videoworks at Monaco Yacht Show 2025: How AI is powering the next generation of personalised video and audio content aboard

Videoworks, the leader in advanced audio-video, entertainment and IT systems for superyachts, has introduced visitors at the Monaco Yacht Show to the benefits of generative AI and the way it is reshaping life at sea. Expert speakers at a specially convened press event on 26 September explained how the technology is already capable of creating breathtaking content and discussed its potential for the future.

Generative AI: personalised entertainment

At the heart of this year's Videoworks showcase was an **AI-powered personalisation experience** that illustrated how generative AI can create unique, bespoke video for the LED walls that are increasingly common on large yachts. Visitors to the booth could connect their phones to the system and see their Spotify song history transformed into a tailor-made multimedia journey with personalised video and audio content.

*"Within seconds, the system crafts a unique video and audio collection, displayed on a 4K LED mega screen paired with immersive speakers," said **Maurizio Minossi, CEO of Videoworks**. "Visitors see content shaped by their own musical tastes and personality, illustrating how AI can turn entertainment into something personal and unique."*

The press conference featured two prominent industry experts: **Tiberio Uricchio**, a professor at the University of Pisa and an expert in generative AI, and **Eduardo Scognamiglio**, experienced in video production with a background at Italian broadcasters RAI and Mediaset. Both explained the potential and practical applications behind AI technology in an accessible way.

Scognamiglio focused on the almost limitless creative potential of generative AI, which is already being used in the movie and advertising sectors. Using video clips and online memes, he demonstrated how content creators can build up the image and atmosphere of their choice in dialogue with the AI service, working iteratively.

"We thought AI would help us automate repetitive tasks but instead, it's disrupting the most human of all activities: creativity itself," said Scognamiglio. "Everything is advancing at breakneck speed: in just two years we've gone from grotesque early experiments to content indistinguishable from reality. Now we can test ideas before investing significant budgets and become directors of the technology itself. The future will bring total democratisation. Just as YouTube allowed millions of people to have an audience, AI will enable anyone to create cinema-quality films. Extreme personalisation will be the next step: content created specifically for each viewer."

Professor Uricchio gave expert insight into the way the technology itself works, explaining how different variables can affect the outcome. The bottom line is that people and machines can now speak the same language. "For years, there was a 'semantic gap' between what machines could process and what humans could understand," said Uricchio. "Generative AI is bridging this gap: now machines can transform your music playlist into a personalised video experience, turning data into visual stories. This is not just technology, it's a new language for creating deeply personal content."

Besides the benefits of generative AI, speakers at the conference also discussed its risks - particularly the issue of "hallucinations", when AI generates misleading or incorrect content. Videoworks has worked hard with No NOISE to address this problem by developing filters to doublecheck content before it is displayed. *"The project is not just a generative experience, but an **experimental laboratory for new possible languages**: a first step towards expressive forms born from the encounter between personal data and computational power."*

Other systems displayed during MYS 2025:

Connectivity round the clock

Recognising that uninterrupted internet is essential onboard, the Videoworks stand also showcased **IPTV & Professional Internet Solutions** for improving communication and media delivery on yachts with multi-network connectivity architecture that blends Starlink, OneWeb, future Amazon satellites and 5G.

"The idea is to think about connectivity right from the design stage, integrating it seamlessly into the yacht's architecture," explains **Giacomo Massi AV/IT systems engineer at Videoworks**. *"For owners and guests, it means uninterrupted internet access and a cleaner design without relying on a single provider or the need for conventional satellite domes, even in remote areas."*

A real-time dashboard of this architecture was displayed on an **ultra-wide 5K monitor**, positioned beside the LED wall to illustrate how design and technology can be seamlessly combined. Key collaborators include **Leyard**, providing the 4K LED mega screen; **K-Array**, offering immersive audio systems; and **No Noise**, a video production company responsible for the generative AI content.

Tailored and discreet security

Last but not least, **Yacht Security** was addressed. As yachts become ever more complex, the need for comprehensive, yet simple security solutions is paramount. For the first time, Videoworks presents onboard security not merely as an add-on, but as a fully integrated service.

This new system incorporates an array of sophisticated technologies, including **LIDAR sensors** that scan and detect movements in real time, **smart cameras** offering intelligent visual monitoring, and **innovative floor sensors** capable of recognising footsteps and tracking movement patterns.

All these components are managed through a single, user-friendly software interface, simplifying control while ensuring seamless protection of sensitive areas on board. Its modular design allows for customisation and expansion tailored to each yacht's unique layout and the specific needs of its owner.

A vision for the future of yachting

"At Videoworks, we see technology not as an add-on, but as an integral part of yacht design and onboard

life,” says Maurizio Minossi. “From AV-IT to advanced security or generative AI, our mission is to create systems that are easy to use and make guests more comfortable, while keeping everyone on board connected and secure .”

Further information and more details on these **advanced security systems** will be revealed during the **METS trade show this November**.

About Videoworks

Videoworks is a global leader in the design and integration of AV/IT, automation, and entertainment systems for the luxury yachting sector. With offices across Europe and the Americas, the company is known for pairing cutting-edge engineering with user-centric design – creating onboard experiences that are as smart as they are seamless.

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