



PARTNER CONTENT

Connecting expertise across oceans: The people powering Videoworks



Written by **Leona Caanen**

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While the superyacht industry is defined by cutting-edge technology and complex systems, it is the people behind the technology who make it all happen. For [Videoworks](#), this human dimension has become a defining factor: While the company has built its reputation on delivering advanced audio-visual, IT and entertainment solutions to some of the world's most prestigious superyachts, its true differentiator lies in the global network of individuals who bring those systems to life.

Founded in Italy in 1974, [Videoworks](#) has grown into an international organisation with offices spanning across Europe and the United States, including key locations in Ancona, Viareggio, Savona, Amsterdam and Fort Lauderdale. This geographical spread is not simply a matter of logistics or market reach. Instead, it reflects a deliberate strategy to remain close to clients, shipyards and vessels wherever they may be, while fostering a collaborative culture within the company that transcends borders.

A shared mindset

At the heart of [Videoworks](#) is a team composed of professionals from diverse cultural and technical backgrounds. Engineers, project managers, programmers and support specialists work together across time zones, united by a shared commitment to excellence and service. This diversity brings a richness of perspective that enhances problem-solving and innovation, allowing the company to adapt to the nuanced demands of each project.

Communication plays a central role in this ecosystem. Rather than operating as isolated regional offices, [Videoworks'](#) branches function as interconnected hubs, maintaining constant dialogue through digital platforms and regular coordination. A project initiated in Italy may involve technical input from the Netherlands and remote diagnostics from the United States. The result is a seamless integration of expertise, delivered from a single, unified team.

This collaborative approach extends beyond internal operations. Clients benefit from direct access to specialists who understand not only the technical systems onboard but also the operational realities of life at sea. Whether working with captains, crew or owners' representatives, [Videoworks](#) prioritises clear communication and responsiveness, ensuring that every stakeholder feels supported throughout the lifecycle of a project.

Always within reach

In the fast-paced world of yachting, availability is paramount. Systems must function flawlessly, often in remote locations where immediate support is not always guaranteed. [Videoworks](#) addresses this challenge through its distributed global presence, ensuring that assistance is never far away.

With teams positioned strategically across continents, the company can provide rapid response times and continuous coverage. When one office closes for the day, another is ready to take over, creating an almost round-the-clock support network. This model not only minimises downtime but also offers reassurance to clients who rely on uninterrupted connectivity and entertainment systems.

Equally important is the company's emphasis on personal relationships. Clients are not passed between anonymous departments but are supported by familiar faces who understand the intricacies of their vessels. This continuity fosters trust and enables [Videoworks](#) to anticipate needs rather than simply react to issues.

The Amsterdam office, for instance, plays a key role in serving Northern Europe, working closely with shipyards and vessels operating in the region. Its integration within the wider [Videoworks](#) network ensures that local expertise is always backed by global resources. Similar dynamics are evident across the company's other locations, each contributing its strengths while remaining aligned with a central ethos.

Collaboration as a cornerstone

What distinguishes [Videoworks](#) is not merely its international footprint but the way in which its teams collaborate across that footprint. The company has cultivated a culture where knowledge is shared openly and support is readily offered, regardless of location or department.

"Working at [Videoworks](#) means being part of a truly international team, combining global expertise and cross-border collaboration with the clear, pragmatic, and reliable approach that Dutch clients expect," shares Stefan Nieuwenhuys, Managing Director of [Videoworks](#) Europe, based in the Netherlands.

This spirit of collaboration is particularly evident during complex new build and refit projects. These undertakings often require multidisciplinary coordination, with tight timelines and evolving specifications. [Videoworks](#)' teams approach such challenges collectively, drawing on their combined experience to deliver tailored solutions that meet both technical and aesthetic requirements.

Training and development also play a crucial role in maintaining this standard. By investing in its people, [Videoworks](#) ensures that its teams remain at the forefront of technological advancements while retaining the practical expertise that comes from hands-on experience. This balance between innovation and craftsmanship is a hallmark of the company's approach.

At the same time, there is a strong emphasis on adaptability. Each yacht presents a unique environment, shaped by the owner's preferences and the vessel's intended use. [Videoworks](#)' ability to respond to these variables is rooted in the flexibility of its teams, who are empowered to think creatively and act decisively.

The human touch in a technical world

In an era where automation and digitalisation are increasingly prevalent, [Videoworks](#) continues to place people at the centre of its operations. Technology, in this context, is not an end in itself but a tool to enhance the onboard experience. It is the expertise, dedication and collaboration of the company's teams that ultimately determine the success of each project.

This human-centric philosophy resonates strongly within the superyacht sector, where relationships and trust are paramount. Owners and crew seek partners who understand their needs, communicate effectively and remain reliable over time. [Videoworks](#)' global yet closely connected team structure allows it to meet these expectations consistently.

As the company continues to expand its presence and capabilities, it remains grounded in the principles that have guided its growth: collaboration, availability and a genuine commitment to people. These values underpin every interaction, from initial consultation to ongoing support, shaping an experience that goes beyond technical delivery. For those navigating the complexities of modern yacht systems, [Videoworks](#) offers more than expertise. It offers a partnership defined by human connection, backed by a truly global team.