

# Broadcasting reimagined through innovation



Lenovo

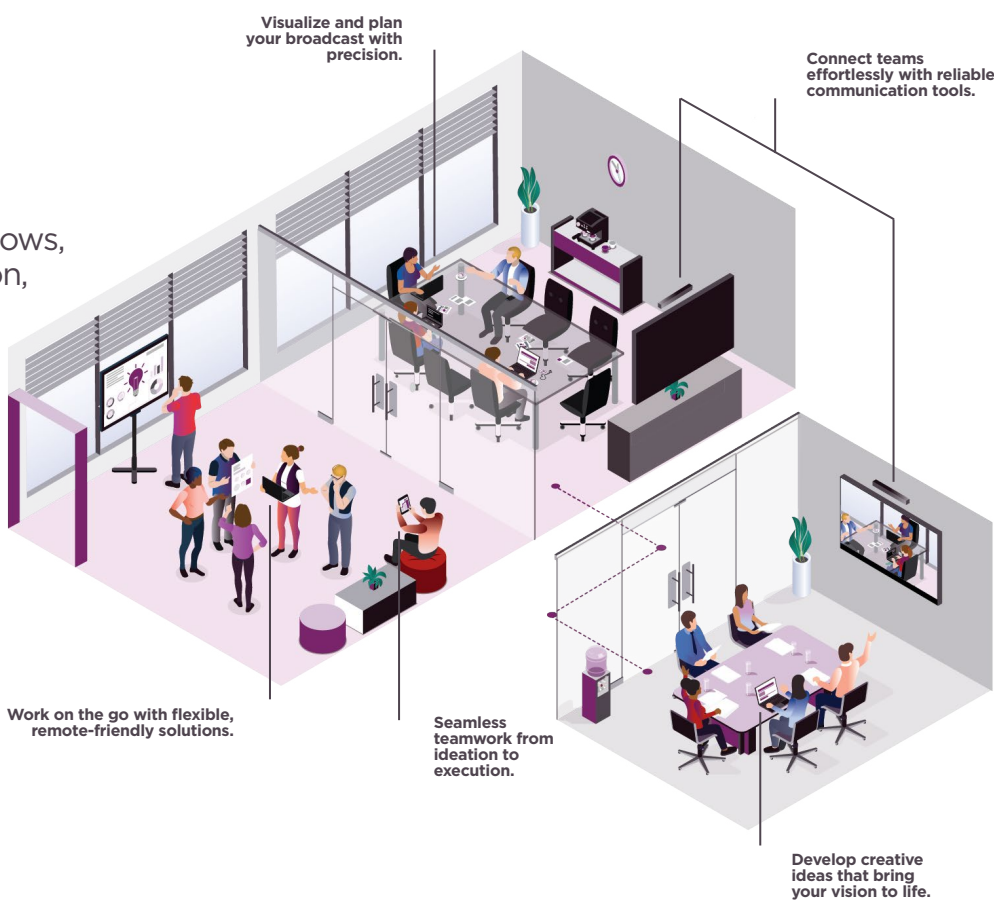
## Driving efficiency and creativity at every stage

As the media and entertainment landscape evolves, broadcasters are embracing new workflows that transform content creation—from AI-enhanced pre-production planning and dynamic production processes to streamlined post-production editing. Lenovo Workstations with NVIDIA RTX™ professional GPUs empower professionals to bring their visions to life.

### Pre-Production

Cutting-edge solutions and advanced workstations have revolutionized planning workflows, enabling rapid concept ideation, strategic shot planning, and precise scheduling—all of which elevate creative storytelling.

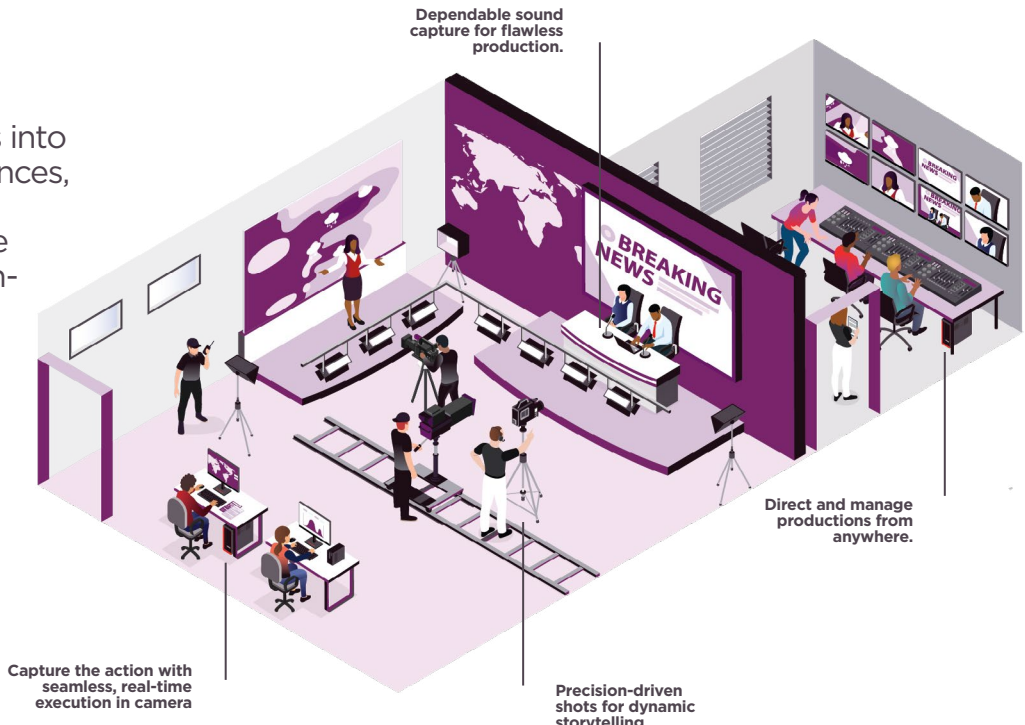
01



### Production

As live broadcasting evolves into dynamic, immersive experiences, innovative tools empower production teams to capture real-time action, optimize on-set decision-making, and push creative boundaries.

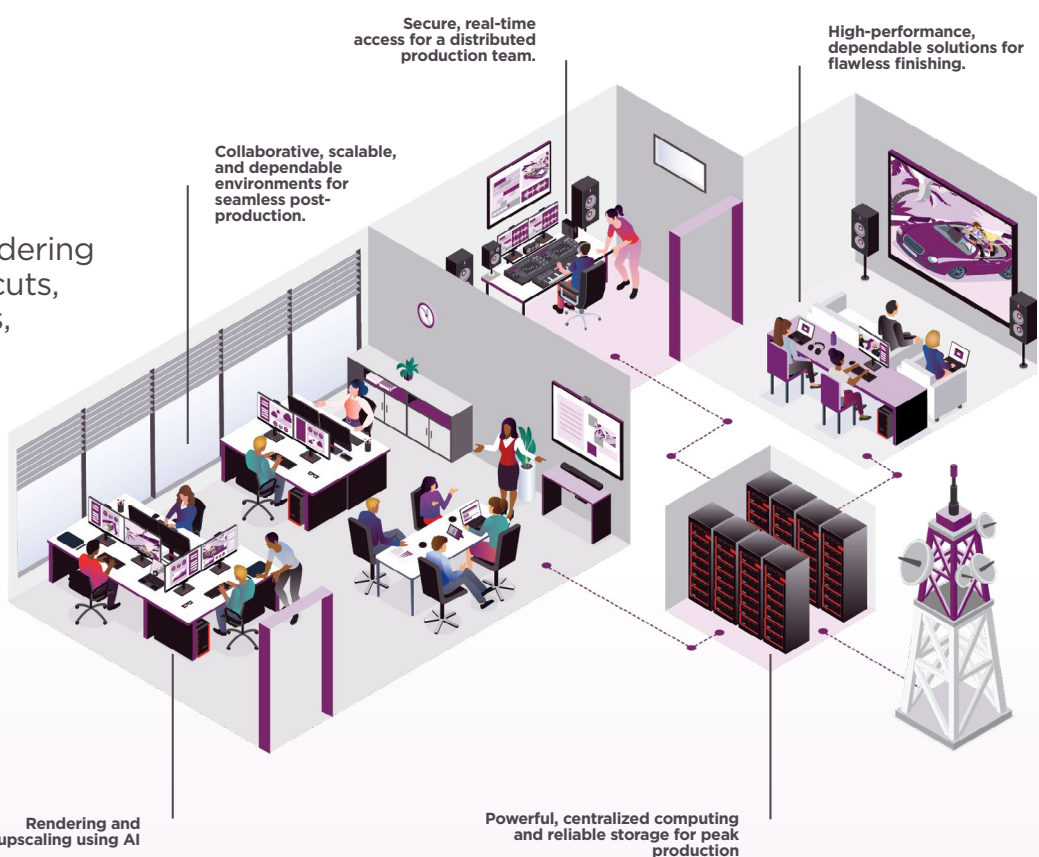
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### Post-Production

Advanced editing and rendering platforms transform final cuts, automating complex tasks, refining visual effects, and ensuring every frame is meticulously polished for maximum audience impact.

03



## How Lenovo and NVIDIA power next-gen M&E solutions



#### AI devices and infrastructure

Build a sustainable AI foundation with scalable, powerful, and energy-efficient workstations.

[Learn More](#)



#### AI innovation with NVIDIA

NVIDIA drives AI with powerful GPUs and platforms that accelerate deep learning, machine learning, and data science.

[Learn More](#)



#### ThinkShield security

Safeguard devices with comprehensive security, from component-level protection to cloud security.

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#### AI center of excellence & responsible AI

Accelerate AI adoption with expertise, workshops, and responsible AI ensuring ethical solutions.

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## Contact us

Find out how Lenovo can help empower the future of broadcasting.

Visit [www.lenovo.com/media-entertainment](http://www.lenovo.com/media-entertainment)



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