



Conversational Rich Media Agents

Kaltura's **Conversational Rich Media Agents** are AI-powered, multimodal agents designed to engage, guide, and support users across customer, employee, learner, and audience journeys. They can communicate through text, voice, and visual avatars, and dynamically generate rich media elements in real time.

Their "brain" can span an organization's entire knowledge base or be connected to a single video, enabling contextual Q&A and content summaries. Designed to support goal-oriented interactions, these agents can guide users through tasks, answer questions, surface relevant content, and help drive specific outcomes.

Kaltura's Conversational Rich Media Agents can operate as Agentic Avatars with a human-like face and voice, or as Kaltura Genies, which provide conversational experiences through text or voice without a visual avatar.