

# MIB Pavilion Emerges as India's Premier AI Innovation Workspace at India AI Impact Summit 2026

From AI Gaming Labs to Agentic Newsrooms: Adobe, BharatGen and Kuku FM Highlight Real-World AI Deployments at WAVES

Narad Muni Installation, AI Theatre and BharatGen Booth Draw Focus at WAVES Creators' Corner

Posted On: 17 FEB 2026 7:20PM by PIB Delhi

The **WAVES Creators' Corner** has been conceptualized not merely as a showcase pavilion, but as a fully operational, hands-on innovation workspace. Designed to demonstrate real-world, game-changing applications of Artificial Intelligence across the **AVGC-XR (Animation, VFX, Gaming, Comics and Extended Reality)** ecosystem, the Corner offers visitors an immersive and participatory experience.

This space serves as a strategic extension of WAVES and its key verticals: **WaveX**, **Waves Bazaar**, and the **Create in India Challenges**, with WaveX startups taking center stage through impactful demonstrations and live deployments.

Alongside emerging innovators, leading global and Indian industry players such as Adobe, Netflix, Sony, Collective, Inshorts, KukuFM, and Whistling Woods International will showcase cutting-edge AI tools and transformative media technologies.



### **Key Experience Zones**

#### **AI Gaming Lab**

Visitors experienced AI-powered game development in real time today, from concept generation to playable prototypes, and engaged with AI-built video games within an interactive gaming lab environment. The AI Gaming Lab will continue to offer live demonstrations and interactive engagements over the coming days.



### **AI Content Creation Lab (Powered by Adobe)**

The live studio environment demonstrated AI-assisted filmmaking, where prompts evolved into scripts, visuals and cinematic sequences in real time, redefining digital storytelling workflows. The lab will continue to showcase AI-enabled creative processes for visitors in the days ahead.

### **AI-Powered Newsroom**

Powered by AWS, BharatGen, India Today and Kalasetu startups, the newsroom installation showcased how AI agents streamline newsroom operations, from automated content generation to voice-command-based editorial management, transforming the future of media operations. The installation will remain operational and continue demonstrations during the upcoming days of the Summit.

### **Narad Muni Interactive Installation**

Inspired by the mythological messenger, the immersive installation demonstrated how AI-powered Large Language Models convert real-world questions into dynamic, conversational user experiences, showcasing the power of interactive intelligence. The interactive experience will continue to engage visitors in the coming days.



### **AI Theatre**

The dedicated cinematic space featured approximately 150 AI-generated films curated by NFDC, LTIMindtree and Adobe, providing visitors an opportunity to unwind while witnessing the artistic and technological evolution of AI-driven filmmaking. Screenings will continue over the next few days at the Pavilion.

### **YourStory Lounge**

The lounge hosted live fireside conversations with leaders from the AI ecosystem today. The sessions were moderated by Shraddha Sharma of YourStory, fostering dialogue at the intersection of innovation, entrepreneurship and artificial intelligence. The lounge will continue to host discussions and interactive sessions over the coming days.

### **Key Booth Highlights at MIB Pavilion**

The MIB Pavilion features leading global and Indian innovators showcasing cutting-edge AI applications across filmmaking, broadcasting, language technologies, education, and digital storytelling.

- **Adobe** is accelerating AI-powered filmmaking through collaborations like India Film Project, showcasing AI-generated films and live AI-first creative workflows.
- **BharatGen** is demonstrating Multimodal RAG technology to convert video and audio “dark data” into searchable, interactive assets.

- **Sony Research India** is presenting AI-driven translation, dubbing, face and voice re-aging, and accessibility solutions for TV and OTT platforms.
- **Sarvam** is enabling multilingual AI interaction through voice cloning, live speech-to-text, and real-time language AI tools.
- **Amazon Web Services (AWS)** is showcasing an “Agentic AI Assisted Newsroom” for hands-free, AI-enabled broadcast production and hyperlocal news delivery.
- **Whistling Woods International** is demonstrating AI-based marker-less motion capture workflows using minimal hardware.
- **Galleri5** (Collective Artists Network) is presenting AI-native cinematic production platforms powering large-scale mythological and theatrical projects.
- **Kuku FM** is launching India’s first slate of AI-powered microdramas, highlighting grassroots digital storytelling innovation.
- **Prismix** is integrating Generative AI with VFX and traditional media for narrative-driven content creation.
- **Inshorts** is showcasing AI-powered news summarization with personalized content delivery.
- **Indian Institute of Creative Technologies (IICT)** is redefining AI-integrated creative education with immersive production environments.

### **AI Immersive Theatre:**

It featured 270-degree projection and AI-powered cinematic experiences that redefined storytelling and audience engagement today. The AI Cinema Showcase, presented by the National Film Development Corporation and Waves Bazaar in collaboration with LTM, highlighted emerging filmmakers using AI as a storytelling medium. The programme also featured *Kathāvatār*, a curated collection of AI short films, alongside finalist works from India’s first CinemAI Hackathon.

Screened at the Waves Creators’ Corner within Bharat Mandapam, the initiative positioned India at the forefront of AI-driven cinematic innovation. The immersive screenings and showcase will continue over the coming days, offering visitors further opportunities to experience cutting-edge AI-enabled storytelling.

### **Content Creation Lab Powered by Adobe**

It showcased AI-led video creation workflows designed for today’s content creators, with a strong focus on advanced creative technologies. The lab demonstrated how ideas were transformed into high-quality videos using text prompts, images, audio inputs and generative AI tools.

Through live demonstrations, creators experienced end-to-end AI workflows across video, audio and images, including text-to-video, image-to-video storytelling, generative edits and rapid content iteration. The showcase highlighted how AI simplified complex production processes, automated editing, enhanced visuals and accelerated storytelling from concept to final output. Overall, the experience presented AI as a catalyst for faster, smarter and more scalable multimedia content creation.

### **Media Lounge**

Shradha Sharma from YourStory conducted interviews with founders and thought leaders today, and all sessions were live streamed on WAVES OTT, making the Summit’s insights and outcomes widely accessible. Expert dialogues covered public policy, platform ecosystems, sovereign AI capabilities and digital resilience, with insights from institutions such as the National Forensic Sciences University and KOGO, alongside ecosystem experiences from Kuku FM, Garage Labs and Oracle. Startup showcases, founder pitches and discussions on AI applications in healthcare, societal challenges and localised content further highlighted innovation-driven impact across India.

The Media Lounge engagements will continue over the coming days, featuring additional interactions, discussions and live sessions aimed at broadening access to the Summit’s key deliberations and outcomes

## **Panel Discussions and Masterclasses**

The Pavilion at Bharat Mandapam today witnessed a series of panel discussions and masterclasses focusing on AI-led disruptions in the Media and Entertainment (M&E) industry. The discussions at the WAVES Creators' Corner were curated as high-impact knowledge forums, bringing together industry leaders, venture capitalists, technologists, creators and policymakers.

Over the course of the sessions, deliberations explored the future of AI in gaming, cinema, newsroom automation, interactive media, monetisation models and ethical AI frameworks. Founder roundtables, masterclasses by noted filmmaker Shekhar Kapur, and technology deep-dive sessions by leading global technology companies formed part of today's programme.

The sessions moved beyond theoretical discussions and featured practical demonstrations, real-world case studies and live Q&A interactions. Participants gained insights into the immediate applications of AI-powered media, its investment potential and its long-term creative impact on the M&E ecosystem.

The panel discussions and masterclasses will continue over the coming days at the WAVES Pavilion, further deepening engagement on the transformative role of AI in the Media and Entertainment sector.

\*\*\*\*\*

**Mahesh Kumar/ Vivek Vishwash/ Aparajita Priyadarshini**

(Release ID: 2229271) Visitor Counter : 527

Read this release in: Malayalam , Urdu , Marathi , हिन्दी , Assamese , Punjabi , Gujarati , Odia , Telugu , Kannada