

# AGENDA

Accelerating the MovieLabs 2030 Vision: Integrating AI Tools in Next Gen Cloud-Native Supply Chains and Workflows

## Executive Dinner

### SPEAKERS



**Brad Winett**  
President  
TrackIt



**Ludo Francois**  
Founder & CEO  
TrackIt

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**February 24, 2026**

5:30 PM-9:00 PM  
Pacific Time

### Accelerating the MovieLabs 2030 Vision: Integrating AI Tools in Next Gen Cloud-Native Supply Chains and Workflows

The MovieLabs 2030 Vision defines a cloud-native, interoperable future for the media supply chain. As artificial intelligence becomes more prevalent, this dinner conversation will explore thoughtful approaches to integrating AI into next generation workflows, including how processes and technology can help productions adopt, manage, and ensure responsible use of AI tools. AI is presented as a capability that enhances human expertise, reduces operational friction, and enables scale without compromising creative intent or trust. Through practical, non-proprietary examples across content operations, localization, quality control, and distribution, production leaders will gain insight into how AI

can responsibly accelerate the 2030 Vision while supporting transparency, security, and long-term sustainability.

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