

WuvDay showcases its approach to trusted visual content at InnoVEX 2026

MLR, the Italian company behind WuvDay, will take part in InnoVEX 2026 to present its approach to trusted visual content within today's digital information ecosystem.

As the volume of photos and videos circulating across digital channels continues to grow, the need for more reliable, structured and secure content workflows is becoming increasingly relevant for media organizations, institutions and other stakeholders working with visual information.

WuvDay is designed to support the acquisition, management and trustworthiness of visual content through an approach focused on authenticity, traceability and workflow reliability. The project responds to a broader need emerging across the digital ecosystem: improving confidence in how visual materials are collected, handled and used.

Participation in InnoVEX represents an opportunity to introduce WuvDay to an international audience, engage with potential partners and stakeholders, and explore opportunities for dialogue and collaboration around trusted digital content.

About WuvDay

WuvDay is a project developed by MLR, an Italian company focused on digital solutions for content workflows and trust in the information ecosystem.

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