

FOR IMMEDIATE RELEASE

Belgian Innovation Honored in Hollywood: intoPIX Wins Second Emmy® Award for JPEG XS Video Technology

North Hollywood, CA — October 15, 2025 – Belgian company [intoPIX](#) was celebrated tonight at the [Engineering, Science & Technology Emmy® Awards](#) Ceremony in Hollywood, receiving its second Emmy® Award for the development of [JPEG XS](#), a groundbreaking video compression technology designed in Belgium.

“It’s an incredible honor to be here in Hollywood to receive this award on behalf of our entire team,” said Dr. [Gaël Rouvroy](#), CEO and Director of Technology at intoPIX. “Since day one, our goal has been to push the limits of video, delivering perfect image quality instantly, with minimal delay and a simple, practical design. This recognition celebrates not only our innovation, but also the Belgian creativity and expertise that Belgian teams bring to global technology stage.”



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JPEG XS: The Emmy®-Awarded Game-Changer for Broadcast and Beyond



Co-created by intoPIX, JPEG XS changes the game for video production. Unlike traditional video formats that reduce quality or slow down delivery to save bandwidth, JPEG XS keeps perfect picture quality, sends video with no delay, and makes it light enough for smooth transmission even on standard networks.

Already used in major events such as the Paris Olympics, the FIFA Club World Cup, and Riot Games’ League of Legends World Championship, the technology lets broadcasters and esports producers send crystal-clear video instantly and reliably for live TV, streaming, cloud, or 5G. Whenever every millisecond counts — like in sports, surgery, or self-driving cars — JPEG XS delivers perfect images in real time.

A Belgian Success Story

Founded and headquartered in Louvain-la-Neuve, intoPIX has grown from a local startup into a global technology leader, driving innovation across multiple sectors. Its Emmy® recognition underscores Belgium’s engineering excellence and creativity, while celebrating the collective achievements of the intoPIX team and its partners around the world.



“As intoPIX continues to grow and shape the future of video technology, we’re looking for passionate, innovative minds to join our award-winning team,” added Gael Rouvroy.

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About the Emmy® Awards Ceremony

[The Engineering, Science & Technology Emmy Awards](#) honour companies and individuals whose innovations advance television production, recording, and transmission, elevating both the art and science of storytelling. This year's ceremony took place in **North Hollywood**, where Dr. Rouvroy accepted the award on behalf of the intoPIX team.

>> A few **photos and videos** from the ceremony are already available [here](#)

>> The full ceremony will be available for replay later on the [official Television Academy website](#)

>> Press release from the Television Academy: [2025 Engineering Emmy® Awards](#)

About intoPIX

Founded in 2006 and headquartered in Mont-Saint-Guibert, Belgium, intoPIX develops and licenses innovative image processing and compression technologies that make video faster, lighter, and more efficient. Its award-winning solutions — including the JPEG XS standard — help companies worldwide deliver the highest image quality with minimal delay, while saving bandwidth, power, and cost. intoPIX empowers industries from broadcast and entertainment to automotive, healthcare, and cloud technology to push the boundaries of visual innovation.

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