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| The International Teleocmmunication Union - Connecting the World. | **International telecommunication union**  **Telecommunication Standardization Bureau** | |  |
|  | | Geneva, 10 September 2025 | |
| **Ref:**  **Contact:** | TSB Circular 070 TSB Events/SC  Stefano Polidori | **To:**  - Administrations of Member States of the Union  - The State of Palestine (Res. 99 (Rev. Dubai, 2018));  - ITU-T Sector Members  - ITU-T Associates  - ITU Academia | |
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|  |  | **Copy to:**  - The Chairs and Vice-Chais of Study Groups  - The Director of the Telecommunication Development Bureau  - The Director of the Radiocommunication Bureau | |
| **Subject:** | **ITU-T SG21 Workshop on “Embodied AI and Multimedia Technology Standards” (Geneva, Switzerland, 10 October 2025)** | | |
| Dear Sir/Madam,  1 The International Telecommunication Union (ITU) is organizing a workshop on “Embodied AI and Multimedia Technology Standards”, taking place at the ITU headquarters in Geneva, Switzerland, on 10 October 2025 from 14h00 to 18h30 hours (CET).  2 Embodied AI (EAI) can be described as a transformative shift in artificial intelligence that integrates AI into physical systems, enabling them to interact with and learn from their environment through sensory inputs and actions.  3 The aim of the workshop is to bring together institutions, academia, and industry to discuss the requirements for enabling embodied AI in multimedia. Key topics include exploring standardization opportunities for technology advancement, identifying gaps in ITU-T Recommendations, examining real-world use cases for embodied AI in multimedia, and fostering collaboration across the ICT supply chain, with a focus on defining future work for ITU-T SG21 related to embodied AI technologies. This event continues the success of the valuable discussions from the AI for Good Global Summit (July 2025).  4 A demo showcasing cutting-edge multimedia applications powered by AI technologies will be organized at the venue. If you are interested in participating or would like more information, please contact [tsbevents@itu.int](mailto:tsbevents@itu.int).  5 Participation in the workshop is free of charge and open to ITU Member States, Sector Members, Associates and Academic Institutions and to any individual from a country that is a member of ITU who wishes to contribute to the work. This includes individuals who are also members of international, regional, and national organizations.  To enable TSB to make the necessary arrangements, I should be grateful if you would **register** as soon as possible, and no later than **3 October 2025** at: <https://www.itu.int/net4/CRM/xreg/web/Registration.aspx?Event=C-00015814>**. Please note that pre-registration of participants for workshops (in person or online) is mandatory and carried out exclusively online.**  6 All relevant Information pertaining to the workshop including the draft programme will be made available on the event website at <https://www.itu.int/en/ITU-T/Workshops-and-Seminars/2025/1010/Pages/default.aspx> . The website will be updated regularly as more information becomes available and participants are encouraged to check periodically for updates.  7 I would like to remind you that citizens of some countries are required to obtain a visa in order to enter and spend any time in Switzerland. The visa must be obtained from the office (embassy or consulate) representing Switzerland in your country or, if there is no such office in your country, from the one that is closest to the country of departure. Visa processing and approval may take some time, it is therefore suggested to check directly with the appropriate representation and apply early.  Yours faithfully,  Seizo Onoe Director of the Telecommunication Standardization Bureau | | | |