Kaltura Unveils Avatar-Powered Roleplay Solution for Enterprise Training and Simulations

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Harnessing Kaltura's new Agentic Avatar offering, the roleplay solution enables to professionally and cost-effectively train, evaluate, and ensure compliance of conversations with both employees and customers, across industries

New York, New York, April 27, 2026 (GLOBE NEWSWIRE) -- Kaltura, Inc. (Nasdaq: KLTR), the Agentic Digital Experience company, today unveiled its avatar-powered roleplay solution for enterprise training and simulations. The solution enables organizations to create AI-driven training scenarios where photorealistic avatars play specific roles – such as a potential recruit, an employee, a customer, or a patient - enabling trainees to practice on various conversation scenarios in a safe environment and receive professional evaluation and improvement tips, cost effectively and around the clock.

Kaltura's roleplay solution is available to beta customers. For more information or to join the beta program, sign up here.

With Kaltura's solution, a sales team can practice objection handling with an avatar that plays a skeptical prospect. A customer service team can rehearse de-escalation with an avatar that plays a frustrated customer. A healthcare organization can train staff on patient intake interviews with an avatar that responds as a patient would. And all of this occurs in over 30 languages, where every interaction is captured and available for review, giving trainers and managers visibility into how employees are developing their skills over time.

Discussions with prospective users of this solution across industries reflect a growing recognition that traditional training methods - passive video courses, written scenarios, and infrequent live roleplay sessions with limited trainers – do not scale effectively and are not delivering the practice-based learning that employees need to perform in high-stakes conversations. Unlike traditional training, which depends on trainer availability, scheduling, and geography, avatar-powered roleplay is always on. Employees can practice at their own pace, repeat scenarios until they achieve mastery, and access training from anywhere. New training scenarios can be created by updating the avatar's role and instructions - no actors, no studios, no logistics. For organizations running training across hundreds or thousands of employees in multiple locations and languages, the operational and cost advantages are substantial.

The solution addresses a wide range of enterprise training use cases:

- Sales training - Practice discovery calls, negotiations, objection handling, and deal closing with an avatar that plays the prospect, providing consistent and scalable practice across entire sales organizations.
- Customer service - Rehearse de-escalation and case resolution with an avatar that simulates real customer scenarios, ensuring consistent quality across support teams.
- Healthcare - Train on patient communication, intake interviews, and proper bedside manners in a safe environment that meets regulatory training requirements.
- Compliance and ethics - Replace checkbox exercises with interactive scenarios where employees practice proper responses to auditors, ethical dilemmas, and regulatory situations.
- Employee recruiting – Train on interviewing and evaluating prospects and employees for new roles, ensuring smart and proper questions are asked, and strengths and weaknesses are properly identified
- Employee upskilling and reskilling - Accelerate time-to-productivity by enabling new hires and reskilled employees to practice role-specific conversations from day one.
- Leadership training and coaching - Practice delivering feedback, conducting performance reviews, and navigating sensitive HR conversations before doing them with real employees.

"Enterprises know that practice-based training is far more effective than passive learning, but they can't scale live roleplay to thousands of employees across locations and languages," said Alan Bekker, Kaltura's CTO. "Our avatar-powered roleplay solution solves that challenge. AI avatars can take on any role, in any language, at any time - while every interaction is measured, analyzed, and consistently debriefed without human trainers in the loop. Early engagement across industries including education, consulting, technology,and telecom reinforces our belief that this is a significant, timely market opportunity for Kaltura."

About Kaltura

Kaltura's mission is to power rich, agentic digital experiences across organizational journeys for customers, employees, learners, and audiences. Its platform combines intelligent content creation, enterprise-grade content management and intelligence, and multimodal conversational engagement capabilities. Kaltura serves leading enterprises, financial institutions, educational institutions, media and telecom providers, and other organizations worldwide. For more information, visit www.kaltura.com.

Nohar Zmora SVP, Head of Marketing pr.team@kaltura.com