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Digital Samba Launches Embedded Video Conferencing API MCP Server

AI Integration Empowers Developers to Manage Video Conferencing Without Complex Code

BARCELONA, SPAIN – June 18, 2025 – Digital Samba, Europe's leading provider of GDPR-compliant secure video conferencing technology, is happy to announce its new Model Context Protocol (MCP) Server for the Digital Samba Embedded API, which will officially be launched at this year's WeAreDevelopers Congress in Berlin. This innovation transforms how developers build and manage video conferencing features by enabling natural language control of over 100 API endpoints through AI assistants.

The Digital Samba MCP Server integrates with Claude Desktop and popular development environments including Cursor, Windsurf, and VS Code. Instead of writing complex API calls, developers can now use conversational commands like "Create a secure telehealth room with recording disabled" to instantly provision video infrastructure.

"We're eliminating the friction between developer intent and implementation," said Robert Strobl, CEO of Digital Samba. "What traditionally required hundreds of lines of code and extensive API documentation can now be accomplished through simple conversation. This isn't just a productivity tool—it's a shift in how video infrastructure can be utilised and managed."

Key Transformations Of Development Workflows

1. Zero-Code Infrastructure Management

Developers can provision rooms, manage recordings, generate access tokens, and configure complex settings using natural language—reducing development time from hours to seconds.

2. AI-Native Application Building

The MCP Server enables new categories of AI-powered applications, from adaptive virtual classrooms that respond to student engagement to intelligent customer service systems that can intelligently escalate to video calls.

3. Enterprise Scale Automation

Complex orchestration tasks like managing multi-role webinars, bulk user provisioning, or generating comprehensive analytics reports are simplified into simple conversational prompts.

4. Integrated Development Experience (IDE)

Direct IDE integration means developers never leave their coding environment, maintaining flow while managing video infrastructure alongside application code.

"The best insights come from the developers I support every day—they have showed me that the future isn't only about building more useful video conferencing APIs and SDKs, it will become about supporting AI-native development," said Conal Mullan, Head of Operations & Support at Digital Samba and project lead on the Digital Samba API MCP server. "This tool represents everything that we have learned about making video conferencing infrastructure more accessible to developers. When you can spin up a secure, GDPR-compliant video room with a single sentence, the code and infrastructure fades into the background allowing the building of remarkable video experiences to take center stage."

Real-World impact across industries

The API MCP Server delivers practical benefits across multiple sectors.

In healthcare, providers can create GDPR-compliant, end-to-end encrypted consultation rooms with automated session data purging after each appointment—ensuring both privacy and regulatory alignment. Example: *"Create GDPR-compliant e2ee enabled consultation rooms and automatically purge session data after appointments."*

In education, institutions can deploy department-wide virtual classrooms with custom branding and granular, role-based permissions to suit diverse learning needs. Example: *"Set up department-wide virtual classrooms with custom branding and role-based permissions."*

For enterprise environments, the server enables automatic generation of weekly analytics reports, offering detailed insights into video room usage patterns across departments to support operational efficiency and compliance. Example: *"Generate weekly analytics reports showing video room usage patterns across all teams."*

Launch at WeAreDevelopers World Congress 2025, Berlin

Digital Samba CEO Robert Strobl will officially unveil the Digital Samba MCP Server at the *WeAreDevelopers* world conference where attendees can experience firsthand how natural language can transform video API integration. The launch session will include a walkthrough of core capabilities, live customization examples with branding and feature toggles, and demonstrations of typical AI-powered use cases.

About Digital Samba

Digital Samba is a European technology company specialising in embedded video conferencing solutions that prioritise privacy, compliance, and ease of integration. Founded in 2003, Digital Samba serves global customers across industries such as healthcare, education, public sector, legal, and enterprise software.

Our platform is designed for developers and product teams who need secure, browser-based video communication that works seamlessly across applications. With our **client-side SDK**, **comprehensive REST API**, and **fully customisable UI**, Digital Samba enables businesses to build and scale video solutions that fit their branding and workflows—without managing infrastructure or compromising data protection.

Key differentiators include:

- **GDPR compliance** by design
- **EU-only hosting and processing**, with no reliance on US-based infrastructure
- **ISO 27001-certified data centres**
- Support for **white-label solutions**, **content libraries**, **recording**, **E2EE**, and more
- A **developer-first experience** with sandbox environments, public docs, and quick-start options

Digital Samba empowers teams to create secure, modern video experiences for any use case—from telehealth platforms and virtual classrooms to legal consultations and customer support portals.

The Digital Samba Embedded API MCP Server is available now to all Digital Samba Embedded Account holders. New users can sign up for free at [Digital Samba](#)

You can read more about it @ [Digital Samba](#) | [NPM Package](#) | [GitHub repository](#) | [Model Context Protocol](#)

Media Contact:

Name: Nina Benkotic

Email: nbenkotic@digitalsamba.com

Tel.: +43 699 12 65 44 02

Website: www.digitalsamba.com