

Munich, September 8th, 2010

Ventuz announces new software generation at IBC

Ventuz Technology will announce the next generation of their 3D graphics software tool, Ventuz 3, at IBC 2010.

Ventuz is a leading creative authoring and playback environment for interactive applications, presentations, on-air broadcast graphics and the infomedia industry. With the next release the software will support true multi-touch displays and devices. Ventuz will thereby fill the gap between the tremendous developments on the hardware-market and the growing demand for high-end multi-touch content.

The next generation of Ventuz will also be perfectly fit for the up-and-coming stereoscopic 3D technology. While broadcast networks worldwide are upgrading their systems to the new standard, Ventuz now offers the ideal on-air-graphics solution due to its integrated support for 3D stereoscopic content and playout.

“Displaying Ventuz-graphics in stereo 3D is not the issue. We have done that plenty of times before”, says chief developer Ralf Stanke. “What we did for Ventuz 3 was actually just creating a fast and easy workflow for providing the necessary output in a professional broadcast-environment.”

In detail this means that the new generation of Ventuz outputs the SDI-signal via two video-boards simultaneously to provide two images – one for each eye. The angle of these images can be adjusted on the fly to ensure the perfect amount of depth at every moment.

Of course, Ventuz 3 incorporates a large list of new features and improvements, not least of all in terms of usability and workflow, scalability and customizability.

Ventuz has been used by networks and production houses worldwide for years and can be seen regularly on channels such as Fox Sports Networks in the USA, mbc in the UAE, RTL in Germany, and BBC in the UK.

The final release of Ventuz 3 is expected in Q2 2011. Existing customers will be invited to participate in the development cycle as of Q4 2010.

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About Ventuz

Ventuz Technology GmbH, located in Hamburg, Germany, is developer of 3D real-time technologies for presentations, events and TV-graphics. Main goal is the creation of solutions that combine state-of-the-art technologies with high class design. Through this, more stunning and impressive presentations and event shows can be created. A central focus lies in interactive applications

Many agencies have already added Ventuz to their portfolio. Among the customers of these agencies are Microsoft, Porsche, Rodenstock, Adidas and many more. Furthermore, several TV-stations and production companies worldwide are utilizing the broadcast-version of Ventuz, such as Fox Sports. Some of the best known productions which have been produced with Ventuz are ‚Who wants to be a millionaire?‘, ‚Wie schlau ist Deutschland?‘ und ‚Big Brother‘ .

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