

## Marco Odasso Joins Ventuz Technology

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*Real-time software developer Ventuz Technology strengthens marketing team by hiring AV industry veteran Marco Odasso as new Marketing Director.*

Having recently worked as an independent consultant for a wide variety markets, Marco brings with him extensive experience in marketing, social media and communications. He started his career as a journalist for technologically oriented publications, and then went into the corporate realm as Head of Marketing Communications for Spain and Portugal at Avid Technology. At Ventuz he will be leading all international marketing efforts.

"It is really exciting for me to join an innovative venture such as Ventuz Technology", said Marco. "Ventuz covers a broad spectrum of areas and applications, therefore our goal is to show that we are 100% market focused and that we put all our efforts into developing powerful, reliable and flexible solutions, capable to adapt to all our clients' needs."

Marco has started his efforts for Ventuz Technology out of his home base in Madrid, but will soon join the team in Hamburg. He will also represent the company on their booth at ISE Show, which will take place in February in Amsterdam, Netherlands.

"Marco is a talented strategic thinker", said Erik Beaumont, COO of Ventuz, about his new colleague. "He has the perfect skill set to consolidate the Ventuz brand across the many markets and industries we operate in. We are very excited to welcome him to the team."



## **ABOUT VENTUZ**

Ventuz Technology AG, located in Munich, Germany, is developer of 3D real-time technologies for presentations, events and broadcast graphics. Their main goal is the creation of solutions that combine state-of-the-art technologies with high class design and thus surpass the visual expectations of any audience. A central focus lies on interactive applications.

Among the brands that have used Ventuz for their events and presentations are Microsoft, Porsche, Bosch, 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?", "Million Pound Drop" and "Big Brother".

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