

VENTUZ TECHNOLOGY
SHOWS NEXT GENERATION OF
REAL-TIME GRAPHICS
SOFTWARE AT NAB 2016



VENTUZ

VENTUZ TECHNOLOGY SHOWS NEXT GENERATION OF REAL-TIME GRAPHICS SOFTWARE AT NAB 2016

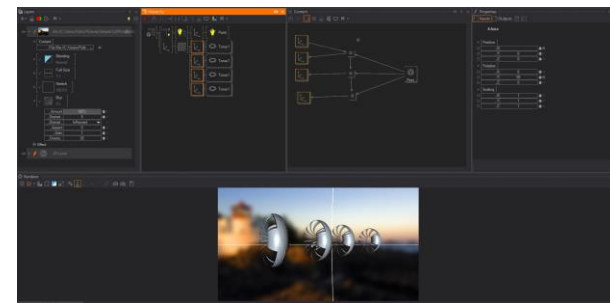
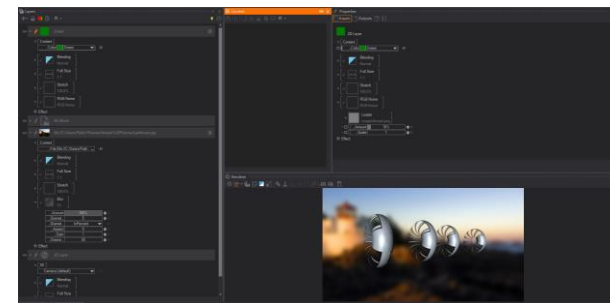
Software developer Ventuz Technology will demo the final version of the recently released Ventuz 5 at NAB 2016. The newest generation of the real-time graphics solution offers enhanced usability and improved design functionalities.

Graphics software developer Ventuz Technology will demo a multitude of improvements of its latest software release at NAB 2016 by installing integrated broadcast graphics solutions on their own as well as partners' stands. Ventuz 5, which, as the motto says, is "Made for the Artist", brings with it significant changes in the workflow, adopting many industry standards, such as layer-based real-time 3D compositing. The software also incorporates industry standard blending modes and effects.

"Our main goal for this release was to lower the entry threshold for newcomers by offering workflows that they are familiar with from other

software tools", explained Erik Beaumont, CEO of Ventuz Technology. "At the same time we have worked tirelessly to increase real-time performance by implementing a completely new render engine at the core of the software."

Much emphasis was also laid on 3rd party integration, such as the already widely acknowledged live-link between Ventuz and Cinema 4D, allowing a seamless workflow between the two software tools for quick and easy import and changes of 3D models. Another of these integrations is an import option for Photoshop files, which can now be brought into a Ventuz project including all layers and blending modes.



Ventuz will demonstrate the advantages of its software for the broadcast market by showing on-air graphics installations on their booth together with Molden Media, who are contributing their graphics control and playout solution M2Control. Through the integration of Ventuz with M2Control, which also offers connections to database and automation systems, the two companies are able to display a complete live production workflow that is flexible and can be easily adapted to specific requirements.

Ventuz Technology will also accompany Molden Media at their booth, which they are sharing with the camera tracking experts from

Trackmen. Together they will showcase a fully integrated virtual studio setup with automated cameras. A third location to find Ventuz will be the booth of Aja, where Ventuz will show the integration of the new KONA IP capture cards and thereby demo efficient ways to work with high-end 3D broadcast graphics over IP.

The booth of Ventuz Technology can be found in Lower South Hall, booth #SL9627. The virtual studio setup will be installed at the booth of Molden Media and Trackmen, #C8535. The booth of Aja is #SL2505.

NAB Show will take place April 18-21 at the Las Vegas Convention Center.



NAB 2016

- **Las Vegas Convention Center**
- **April 18-21, 2016**
- **Find Ventuz in Lower South Hall, Booth #SL9627**