

Swedish reseller Gluebox sticks with Ventuz

Broadcast professional Sam Eklund founds own company with objective to make Ventuz software suite his number one graphics tool

Munich, July 24, 2012

Sweden welcomes a new player to the broadcast integration market: the newly established company Gluebox. Based in Bromma on the outskirts of Stockholm, the core business of Gluebox is tailoring integration solutions for information and playout systems. Gluebox has chosen to specialize on the Ventuz software suite, a high-end 3D realtime graphics software for presentations and broadcast graphics.

Sam Eklund, head of Gluebox, is a former graphics developer and key account manager at Kanal75, Sweden's biggest horse racing channel. With fifteen years of experience in the industry, he has an extensive background in systems and graphics solutions. Sam was first introduced to Ventuz in 2008, when Kanal75 was seeking a new graphics solution. Sam's colleagues stumbled upon Ventuz at IBC in Amsterdam. "I remember getting a text message late on Saturday night stating: 'We've found it, it's perfect!'", Sam recalls.

Intrigued by the Ventuz software suite, Sam launched the first small project at Kanal75 in 2009. Since then, the integration has become deeper and more involved. "I have been working with Ventuz for five years and still find new and smarter ways of solving problems, not only because the product develops, but because as a developer you develop with the product." What followed were several graphical profiles for TV shows at Kanal75. Additionally, as a key account manager for external clients Sam created a number of channel branding solutions for leading Swedish broadcaster TV4 Group.

The customers of Sam's new company Gluebox are major Swedish broadcasters and playout service providers. Focusing his business on Ventuz comes naturally to Sam. "I truly believe Ventuz is the most value-for-money graphics engine out there for broadcasters today. For me, it is the perfect tool to give my customers exactly what they need", he states. Next to channel branding and play out solutions, Gluebox will also offer interactive in-studio installations, utilizing the extensive multitouch functionalities of the Ventuz software suite.

For additional information on Gluebox, visit their website: www.gluebox.se.

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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".

www.ventuz.com