

Ventuz enters into Dutch TV Market

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Broadcast graphics agency Prographics adds Ventuz software suite to their portfolio and successfully realizes first interactive in-studio installation with Ventuz.

Ever since the 1980s, the agency Prographics has been an integral part of the European TV market. Not only have they shaped the television landscape with their real-time graphics packages and game show technology developments, but they have contributed immensely to the established workflows and software solutions utilized in the industry.

Now, Prographics has again proven their forward thinking demeanor by introducing the Ventuz real-time software suite to their portfolio. "We were increasingly confronted with customer requests that demonstrated to us the limits of the solutions we had in place", explained Sander Cox, Manager New Business at Prographics. "Especially when it came to interactive in-studio installations and elaborate design work, we needed a toolset that allowed us to leverage our full creative potential. Ventuz was the perfect choice for us."

After just a short familiarization period, Prographics has already realized their first successful Ventuz installation in the form of the show *10 jaar tv draait door*, an anniversary event to celebrate ten years of the famous Dutch program *De Wereld Draait Door*. For this occasion, Prographics equipped the studio with a large touchscreen, allowing the host to dynamically display a number of different graphics including maps and statistics. Furthermore, the installation gave credit to the most famous part of *De Wereld Draait Door*, which highlights funny moments in television. Via the touchscreen, the host could bring up the funniest video clips from the ten year history of the show, serving for a most humorous evening.

Following this successful launch of Ventuz at Prographics, the agency is already making the next step to use Ventuz for their augmented proposition with the Dutch Elections.



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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