

VENTUZ TECHNOLOGY
SHOWS AUGMENTED
REALITY AND NEWS
GRAPHICS AT NAB 2017



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With the presentation of their newest release Ventuz 5.3, demonstrations of Octopus Newsroom Systems as well as hourly stage presentations with enhanced visual graphic elements and camera tracking, software developer Ventuz Technology (booth SL5627) aims at validating its position as a go-to solution for on-air graphics workflows. A special focus will be on Augmented Reality and News Graphics.

Ventuz Technology will showcase a multitude of new features, represented in the latest release of the real-time graphics Ventuz software suite. A significant novelty for the broadcast market is a thoroughly updated SDI pipeline with great enhancements in the integration of video I/O hardware by the supported vendors, such as Aja, Deltacast, Blackmagic and DVS. Additionally, Ventuz 5.3 fully supports the Chromium Embedded Framework (CEF), allowing the integration of new web technologies such as HTML5 websites and interaction with JavaScript.

As a leading producer of newsroom computer systems in the broadcast industry, Octopus is

the latest NRCS solution with which Ventuz has established an integration via the MOS protocol. Visitors will be able to examine the integration in a dedicated demo installation that features the entire newsroom pipeline including the recently enhanced SDI output via Deltacast.

Part of the booth concept are hourly stage presentations that will give the audience an opportunity to get detailed insight into the functionalities and interface of Ventuz. These presentations will function as a background to showcase a broadcast-ready Augmented Reality pipeline featuring the Ncam tracking system, which does not rely on artificial

markers. Ncam is perfectly suited for on location use, which will be demonstrated by live-streaming the filmed image onto a video wall and enhancing it with augmented digital content.

Ventuz Technology will also demonstrate the graphical power behind their real-time software solution with creative partners Meru Interactive and Xlab Realtime, who will exhibit some of their latest projects that have been realized using the Ventuz software suite. The installations can be seen on the booth of Ventuz Technology from April 24th to 27th at NAB 2017, Las Vegas, booth SL5627.