

Ventuz Technology Introduces New Integrations at NAB 2015

Munich, March 31st, 2015

Real-time graphics software developer Ventuz Technology will show Augmented Reality and integration with 3rd party technologies on their booth at NAB in Las Vegas.

Ventuz Technology, developer of real-time graphics software solutions, uses its presence at NAB 2015 to demonstrate high-end, comprehensive approaches to fully integrated graphics packages for all broadcast and events applications. "With the fracturing of the graphic platform uses and variety of vendors, Ventuz is offering a unique and exciting tier of highly specific products that push the boundaries of graphic composition and data integration", said Bruce Levine, Vice President of Sales North America at Ventuz Technology. "Even today's current users of a variety of platforms will immediately see the benefits, both from design and cost perspectives. With the wealth of information being aired, and especially leading up to the US elections in 2016, Ventuz can partner with, provide tools for, and guide US clients toward stunning visual representations for both on-air and in-studio applications."

To demonstrate the capacity of the Ventuz toolset at NAB, Ventuz Technology brings along a variety of 3rd party software and hardware partners to show streamlined workflows and complete solutions. The main attraction will be an Augmented Reality setup featuring the camera tracking technology by Trackmen/Egripment. Ventuz will show a live real-time 3D graphics workflow and the integration with camera tracking data, targeted at both Virtual Sets and Augmented Reality applications. In addition, the new Chroma Keyer node completes an all-round solution for such requirements.

As an increasing number of broadcasters enhance their graphics in the studio with touchscreens, tablets and interactive solutions, Ventuz will present its long tradition as the go-to solution for interactive applications by displaying a high-end multi-touch election application. Since Ventuz supports MOS protocol and is fully integrated with top Newsroom Computer Systems like AP ENPS or Avid iNEWS, interactive Ventuz applications can communicate seamlessly with standard Newsroom systems. Furthermore, the wide range of external data sources and advanced logic templates supported natively by Ventuz, makes it the perfect fit for broadcast election graphics both in-studio and on-air.

Ventuz Technology will also demonstrate a new integration at NAB 2015: Ventuz now seamlessly communicates with Maxon's Cinema 4D, allowing for a streamlined workflow for the creation and edition of 3D scenes in Ventuz projects. This workflow features a live link between both applications, which allows artists to make changes in Cinema 4D and get the updated results live inside of Ventuz, even over a local network. "This integration opens vast new possibilities for designers and 3D artists when working with Ventuz", stated Levine. "Instead of having to switch back and forth between the two software tools, they can now operate the entire project in one place. This results in a significant increase in efficiency in a market where production times are short and changes need to be made up to the last minute."

The booth of Ventuz Technology, # SL9927, can be found in Lower South Hall of the Las Vegas Convention Center. Additional Ventuz installations will be displayed on the booth of Egriment, #C8612.

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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