

VENTUZ TECHNOLOGY

AND MOLDEN MEDIA

JOIN FORCES TO SHOW

INTEGRATED GRAPHICS

WORKFLOWS AT NAB 2016



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Ventuz Technology and Molden Media will demonstrate their partnership at NAB 2016 by installing integrated setups on each other's booths, C8535 and SL9627. The goal is to show comprehensive broadcast graphics workflows with M2Control at its core and the newly released Ventuz 5 serving as the real-time engine.

Both companies are bringing important novelties to the market: While Molden Media has developed many new integrations for their playout and control solution M2Control during the last months, Ventuz Technology has recently released the newest generation of their real-time graphics software suite.

"We have created M2Control to serve as a central hub for broadcast graphics environments", explained Thomas Molden, CEO of Molden Media. "The goal is to allow networks to utilize a wide variety of products to best meet the specific requirements at hand, while maintaining full control over every aspect of the workflow." Therefore, M2Control connects to a number of automation systems, database systems and

real-time engines, offering free choice to its users. "Ventuz is a very important partner for us", said Molden. "The software is incredibly powerful and a great alternative to the veteran tools on the market."

Molden Media shares its booth at NAB with camera tracking experts Trackmen. To leverage the full potential of all three companies, the main installation there will be a virtual studio setup with fully automated camera tracking, Ventuz powered graphics and playout provided by M2Control. Molden Media will also be present at the Ventuz booth to show more classical on-air graphics for shopping channels and elections.



An additional partner at the Ventuz booth will be LivEngage showing the "What's better than..." community game. This game demonstrates the M2Control and Ventuz workflow together with the LivEngage toolbox. Via a custom app, visitors can create accounts and generate their own "What's better than..." questions. While M2Control manages all incoming and outgoing data, Ventuz is used to visualize rankings and leaderboards on a screen at the booth.

"The partnership with Molden Media strengthens Ventuz' position as a full-fledged solution for broadcast graphics", said Erik Beaumont, CEO of Ventuz Technology. "The integration with M2Control allows us to serve

as part of a complete and reliable graphics workflow that caters to every need a network can have. We strongly believe that this kind of flexibility will become increasingly important in the industry as it shifts towards more complex business models."

Molden Media will present the Virtual Studio setup on their booth in Central Hall, number C8535. Shopping channel and news graphics workflows as well as the interactive community game application will be shown on the booth of Ventuz Technology, booth SL9627. NAB will take place in the Las Vegas Convention Center, April 18-21.



NAB 2016

- **Las Vegas Convention Center**
- **April 18-21, 2016**
- **Find Ventuz in Lower South Hall, Booth #SL9627**
- **Find Molden Media in Central Hall, Booth #C8535**