Moviebeam selects Pulsar for its VOD service

Los Angeles, USA, September 02 2010: Venera Technologies, the leading video solutions company is pleased to announce that Moviebeam has selected "Pulsar – Automated Content Verifier System" to QC all of its content before it reaches the guests in the hotels.

Valuable Technologies Inc is a US based VOD provider for the US Hospitality market. VTI's Moviebeam service is offered to hotels all across the United States. New Hollywood and independent movies are regularly received from the studios which are securely delivered to all participating hotel rooms nationwide.

"We want our hotel guests to have a great movie experience, so we have to make sure every movie has gone through QC", said Prashant Vithlani, Vice President of Operations at VTI. The manual process of doing the QC was time consuming, costly and error prone. "Aside from the high cost of the manual QC itself, on occasions where we miss something and the movie's quality is less than perfect, there is a real cost associated with re-distribution of the effected movie, not to mention the loss of customer good-will', said Vithlani.

By using Pulsar, VTI is able to QC all of its content in fraction of the time it used to take, and be confident of the result. "Taking advantage of the efficiency and accuracy of Pulsar, we are now able to QC every movie, have saved in our operational costs, and have increased our customer satisfaction", said Vithlani.

"We are glad to work with Valuable in ensuring that they can quickly check their content for any issues and take corrective action. With Pulsar, VTI can improve their operational efficiency with fast turn-around of the content", says Vikas Singhal, Director – Business Development, Venera.

Pulsar is a file-based content verifier system that automates the QC processes in a content workflow. It simplifies content approval at all stages, from production to delivery. It helps broadcasters and content providers ensure consistent content quality with improved operational efficiency. Pulsar is a high performance system, capable for handling large content volumes at blistering pace. It's easy and intuitive interface makes the user instantly comfortable with the product.

About Valuable and Moviebeam

Moviebeam was initially founded by Disney in 2002 to deliver digital movies to Set Top Boxes (STBs) at home, using the extra bandwidth of television broadcast towers. It was re-launched in 2005 with backing from Disney, Intel and Cisco, and its second generation STB reaching over 10,000 homes in 33 large US markets. Moviebeam was acquired by Valuable Technologies Ltd. (VTL) in May 2008 focusing on digital content delivery via broadband.

Moviebeam's Video On Demand (VOD) service is currently used by many hotel chains in USA, providing in-house entertainment for their guests.

For more information visit http://www.moviebeam.com

About Venera

Venera offers solutions to meet video analysis and processing requirements of its customers. We provide premium video test and measurement solutions to the broadcast industry. Venera's offering, Pulsar, improves the operational efficiency of the customers by automating their content QC process. Venera continuously strives to deliver quality, innovative solutions and create long-lasting relationship with its customers. Many global brands are users of Venera's solutions and technologies.

For more information visit http://www.veneratech.com