



Press Release

For IBC Release

VENERA TO UNVEIL NEW CAPABILITIES OF PULSAR AT IBC 2010

IBC, Amsterdam, stand 7.J15ci, 10-14 September 2010: Venera Technologies, the leading video solutions company will showcase significant new capabilities of Pulsar at IBC 2010. The enhanced product supports additional formats, as well as new audio and video quality checks including loudness measurement as per latest EBU specification, R128.

Pulsar is a file-based content verifier system that automates the QC processes in a content workflow environment. By simplifying the content approval at all stages, from production to delivery, consistent quality and improved operational efficiency provides an intuitive and high performance working experience.

“Venera is dedicated to providing solutions that facilitate easy and efficient content verification through leading-edge performance. Constantly challenging the use of available and future technology, Venera is committed to pushing the boundaries of innovation for the QC operations environment,” said Deepak Sharma, CEO, Venera.

New capabilities being demonstrated for the first time at IBC include Dolby-E meta-data reporting together with fully-featured audio quality analysis, R128 compliant Loudness detection, auto-detection of active picture aspect ratio and black bar/half-line/full-line detection. New version at IBC also contains support for additional formats such as LXF, GXF, FLV, DNxHD, DPX and Apple ProRes.

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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>