

## **Encompass Digital Media and Venera Technologies Announce Global Licensing Agreement for Venera's Pulsar Automated Content Verification System**

*Encompass Digital Media selects Venera's Pulsar Automated QC solution across worldwide facilities*

**Burbank, California – February 17, 2011**

Venera is pleased to announce that Encompass Digital Media, a leading provider of broadcast operations and advanced digital technology, has selected Pulsar Automated Content Verification system for automating its content QC operations.

"In Pulsar we have found the combination of simplicity, performance and features that we have been looking for in a media file QC software", said Vincent S. Lyons, Vice President of Digital Media Services for Encompass Digital Media. "We looked at the major players in this space and we found Pulsar provides the best value and performance".

"More broadcasters are moving to file-based workflows and Encompass is a leader amongst them. As we expand our reach in the US and the Americas, we are very pleased to partner with Encompass and look forward to a win-win relationship." said Fereidoon Khosravi, Senior Vice President of Business Development – Americas, at Venera. "Pulsar is a strategic fit for the large scale content QC requirements that our operations require. At Encompass, we QC the majority of the content that goes through our facilities", said Bill Tillson, President and COO of Encompass Digital Media.

"We continuously invest on R&D so that our customers have access to technology that fulfills their content verification requirements of today and tomorrow. With a willing partner like Venera, Encompass can be assured that their future content QC requirements will be catered to." said Sourav Choudhury, CTO at Venera Technologies.

Pulsar is a file-based automated content verifier system designed to seamlessly automate content QC at various stages in the content workflow such as Ingest, Archive and Payout. Pulsar is the fastest verification system with support for checking a wide range of formats and parameters. It offers the most comprehensive set of automation capabilities allowing significant improvements in operational efficiency while ensuring consistent content quality at different stages in the workflow.

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### **About Encompass Digital Media**

Encompass Digital Media is a leader in providing premier broadcast operations and advanced digital technology. Encompass currently owns and operates two of the largest, independent broadcast facilities in the U.S. located in Los Angeles and Atlanta. The company's total media solutions comprise network origination; cable neighborhood platforms (G-13, G-17, G-23, AMC-10 and AMC-18); central casting; disaster recovery; satellite and fiber transmissions (full time and occasional use); a fleet of satellite uplink trucks; digital media encoding services; digital file transfers via satellite, fiber and IP; emergency communications; governmental SATCOM; production studios; and video production services.

For more information visit [www.encompass.tv](http://www.encompass.tv)

## **About Venera Technologies**

Venera specializes in providing cutting edge solutions in the field of digital media. Since its inception in 2003, the company has been delivering quality, innovative solutions and creating long-lasting relationship with its customers. Venera's offering, Pulsar, improves the operational efficiency for its customers by automating their content QC processes. Many global brands are users of Venera's solutions and technologies.

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

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