

Estonian Public Broadcasting selects Venera's Pulsar Automated QC System

Estonian Public Broadcasting deploys Pulsar Automated content verifier solution for verifying digitized archive assets

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Venera is pleased to announce that Estonian Public Broadcasting (ERR), the public broadcaster in Estonia has selected Pulsar Automated Content Verification system for automating its content QC operations. ERR is deploying the Pulsar in its broadcast operations for automatic verification of large amount of assets being digitized from analog tapes.

“Pulsar is an important addition to our infrastructure and will help us obtain higher operational efficiencies from our content workflows. We looked at major QC players in the market and selected Pulsar because of its high performance and accuracy of results.” said Heiki Männik, Coordinator of Digital Archiving at ERR. He added “As Public Broadcaster, we verify new material coming daily from production and will use Pulsar for that but even more important role of Pulsar would be to keep an eye on large volumes of old archive material being mass-digitized from analogue tapes with its QC reports”

“We are privileged to be selected by ERR as their QC partner. ERR is a public broadcaster and we appreciate their confidence in Pulsar QC solution for streamlining their QC operations. We believe in developing long term relationships with our customers and we will continue to work with ERR to accommodate their growing requirements” said Vikas Singhal, Executive Director – Business Development at Venera.

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 Playout. Pulsar is the fastest, most comprehensive and versatile content verification software tool in the market for file based content. It automates quality check and control at every stage of the content life-cycle. Along with Rapid™ add-on module, Pulsar can be used to perform quick scanning, QC, auto sorting and in-depth verification at any stage of the workflow.

About Estonian Public Broadcasting

Pursuant to the Estonian Public Broadcasting Act, passed by the Estonian Parliament on 18 January 2007, the two public service broadcasting organisations – Eesti Raadio and Eesti Televisioon – were merged as of 01 June 2007, whereby a new legal person in the public law - Eesti Rahvusringhääling (Estonian Public Broadcasting), the legal successor of ER and ETV, with generally recognized abbreviation in Estonian being ERR, was founded. Estonian Public Broadcasting Act regulates ERR's actions. The Public Broadcasting Council is the highest management body of ERR. ERR's Chairman of the Board is Margus Allikmaa.

Eesti Rahvusringhääling (Estonian Public Broadcasting), a legal person in public law, is a legal successor of Eesti Televisioon and Eesti Raadio, thus assuming all rights and obligations of Eesti Televisioon and Eesti Raadio. ERR is the member of the European Broadcasting Union (EBU).

For more information visit <http://www.err.ee>

About Venera Technologies

Venera Technologies is a video solutions company widely known for its innovative products and solutions worldwide. 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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