

What's new for 2020

- Unlimited Traffic & Scheduling with **VSN Crea**
 - News Production you way with **VSN NewsConnect**
 - New Features for Media Archive Workflows with **VSN Explorer**
- ... and much more !



Unlimited Traffic & Scheduling

VSNCrea is an HTML5 traffic and scheduling system for flexible programming & smart advertising planning in TV and non-linear channels. Manage ad campaigns and acquired content scheduling with its advanced tools!

- You will find the contents available for schedule in VSNCrea's Acquisition module, which takes into account their stipulated broadcasting rights.
- Set up the number of runs and the best possible time slots for an advertisement as well as their prize in the Commercials module.
- Establish smart rules for ad placement, like avoiding repetition of same category ads.
- Perform Return on Investment analysis and create efficiency reports on programming, content and advertising.

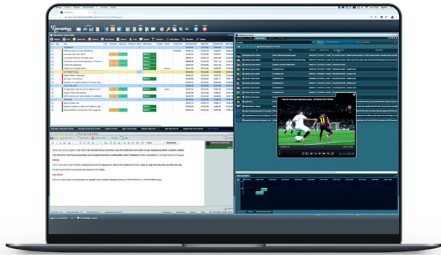


New Features for Media Archive Workflows

VSNE Explorer has new functionalities for advanced metadata cataloging based on semantics, as you can now import your company's thesaurus and search contents in a more objective and precise way.

- VSNE Explorer can interpret semantics in the description of scenes to achieve unambiguous and accurate interpretation of metadata.
- You can use semantic-based tools to catalog the description of scenes in any language, as users can also import predefined dictionaries and information from Internet sources (e.g. Wikipedia).
- To keep terminology consistent, users can propose thesaurus terms to be validated, while managers can review them and accept or reject them.
- Thesaurus' advanced management allows users to create groups and hierarchies of terms by defining broader, narrower, related or preferred terms.

News Production Your Way



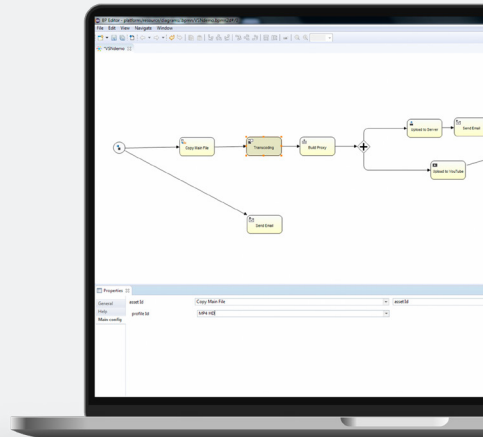
VSN NewsConnect, the first web plugin for NRCS systems that brings together every third-party tool required for News Production. Now including remote interoperability to control multiple studios in different locations without worrying about technical compatibility.

- HTML5 plugin for VSN Explorer platform that integrates with the vast majority of NRCS with CG, NLE, studio playout and video servers.
- Search content quickly in the MAM, edit video with voiceover, add graphics, send your stories to broadcast and publish on social media, WebTV and non-linear platforms directly from any NRCS.
- Remote interoperability: users can now focus on creating stories, as the plugin adapts them automatically to the format requirements of the receiving devices.
- Total freedom to create news production workflows with optimal systems.

... And some more within VSN Explorer!

New features for advanced workflows management in the Business Process Management module (BPM).

- Design, edit and customize your own BPs and workflows with the BP Editor.
- Now Including a brand new gallery of predefined flows and customs forms with the power of the MAM's metadata.



About the Company

VSN is a global technology company specializing in providing advanced software solutions for the management of the whole media lifecycle, from ingest to content delivery. It offers solutions based on standard IT infrastructure to solve the needs of creation, distribution and management of media and video files in a wide variety of companies: broadcast and media companies, public institutions, IPTV, universities, content distributors, news agencies, sport venues and private corporations. This year, we are celebrating our 30 years of experience and installations all around the world, where more than 1,000 clients trust VSN's solutions daily to manage the most important parts of their operations.

