

# **VSN - Press kit**

## Introduction

In the early 1990s, no one in the Broadcast and Media industry imagined an industry without physical videotape to carry out any of its daily processes, from ingest to playout. Today, it is a completely obsolete technology. Part of that tapeless revolution is due to VSN, back then a small company from Barcelona that started its journey in the market as a pioneer of the concept and that, after decades of evolution and international expansion, has developed that innovative character to the point of becoming its *raison d'être* and its day-to-day motivation.

## About us

VSN is a technology company specialized in developing advanced software solutions for the Broadcast, Media and Entertainment industries. These solutions are focused on solving any need that may exist in the field of content management, production, planning, multiplatform distribution and broadcast or publication of content through linear and non-linear channels (OTT, VoD, WebTV or social media). All of them have been designed to manage the complete media lifecycle, from ingest to broadcast and archive, in a fluid and unified way, helping to improve the efficiency and productivity of companies that work with audiovisual content on a daily basis.

65

Highly qualified employees make up our international and multicultural team

100

Countries where VSN's projects and installations can be found

130

Implemented projects in 2020

9,6

Was the average mark given by the customers to our international technical support service in 2020

+30

Years of history. The company was founded in 1990 as a broadcast automation specialist



## Mission

Help companies connect with their audiences anytime, regardless of the platform and device, with simple and efficient software solutions for creating, managing and distributing content.



## Vision

Contribute to develop the technology of the future that will allow media professionals to focus exclusively on unleashing their creativity and creating unique, unmatched and once in a lifetime content experiences.



## Values

Quality and excellence guide our work. Empathy and responsibility are the foundations on which we build the relationships with our customers. Development, information security and innovation are encoded in our DNA and feed our daily motivation.

## Certifications and research

### ISO 27001 : 2013

The ISO 27001:2013 Standard sets the requirements for establishing, implementing, maintaining and continually improving an information security management system within the context of the organization. Created and defined by the International Organization for Standardization (ISO), it also specifies requirements for the assessment and treatment of information security risks and the definition of the organizational scheme to ensure the integrity and confidentiality of the information access.

### ISO 9001 : 2015

The ISO 9001:2015 Standard developed by the International Organization for Standardization (ISO) determines the requirements for a Quality Management System (QMS) that can be used for internal application by organizations.



## Our team

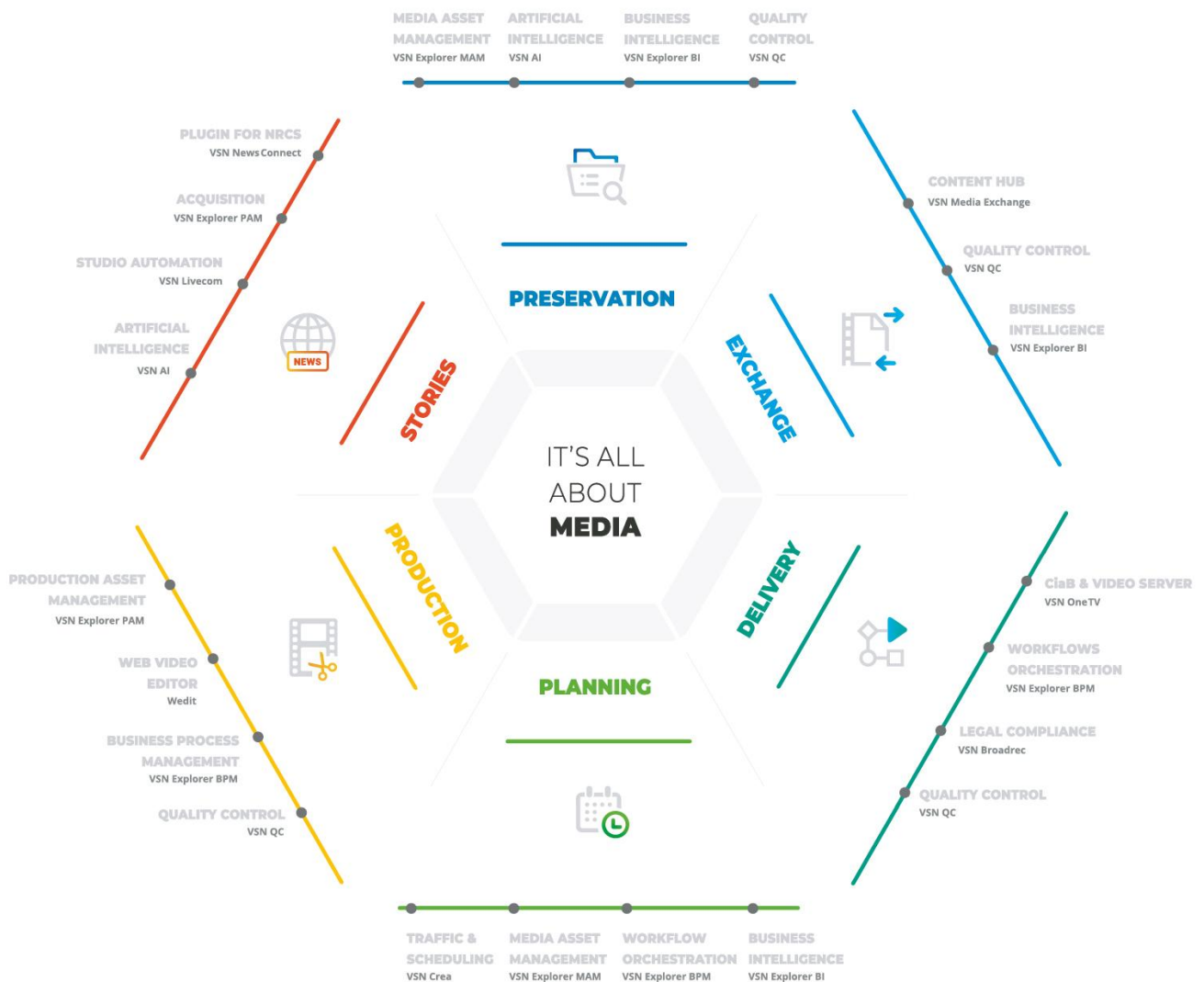


We have a can-do attitude backed up by more than 30 years experience delivering high-end, best-of-breed software solutions. Our team of highly skilled professionals are ready to step up and deliver meaningful projects that help clients to solve any business problem or need in Broadcast, Media & Entertainment.

# Solutions

VSN's open, flexible and scalable solutions allow users to manage and automate the complete media lifecycle, from ingest and planning to playout and archiving. Our mission is to find the solution that perfectly fits your business needs.

The company's portfolio of solutions is extensive and varied, with six types of solutions: content planning and scheduling, content production and creation, news production, preservation and archive, media exchange, and linear and multiplatform distribution.

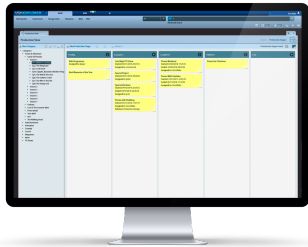


## Products



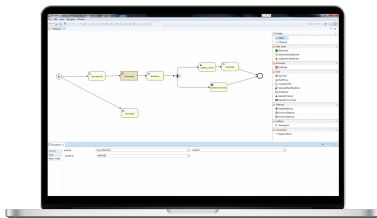
### **VSNE Explorer MAM**

VSNE Explorer MAM offers all the necessary tools to manage and orchestrate the entire media lifecycle of any broadcast and media company, private corporation or public institution, from cataloging to advanced content search, preview and editing, quick retrieval and archiving.



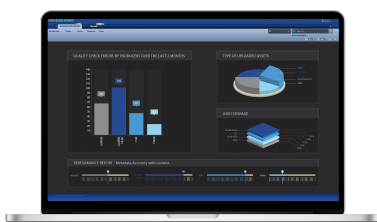
### **VSNE Explorer PAM**

Software that increases the efficiency of production environments by managing and tracking media through the entire creative process, allowing users to collaborate, delegate and keep an eye on all the processes taking place in the company and their current stage.



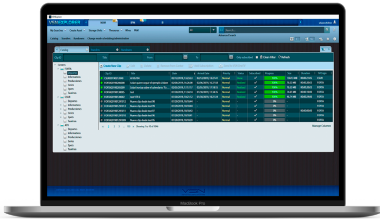
### **VSNE Explorer BPM**

Define a logical and automatic flow of activities from start to end in order to accomplish a specific goal. Optimize the integration between different systems and departments within your business while automating repetitive tasks to be performed in the background.



### **VSNE Explorer BI**

Complete set of analytical and reporting tools included in the VSNE Explorer platform that transform the company's metadata and all the information extracted from third-party systems into meaningful reports, charts and dashboards that can even be customized for business analysis purposes.



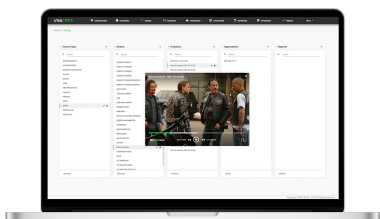
## **VSNE Explorer Exchange**

A customized distributed MAM system that acts like a content hub, in the cloud or on-premise. It helps media companies to easily and securely acquire, store and transfer media files.



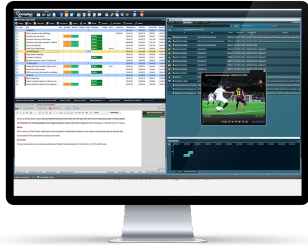
## **Artificial Intelligence**

VSNE Explorer integration with AI engines from top providers such as Microsoft Azure, IBM Watson, Google Cloud, AWS or its own VSN AI allows for automatic metadata detection and cataloging. Metadata can relate to file characteristics (format, size or date of creation) or to its content, whether it relates to video (image processing, object detection and contextual information), audio (speech-to-text, text transcription and translation, or audio effects detection), actions performed, sentiment (positive, negative or neutral) or people (face recognition).



## **VSNE Crea**

HTML5 traffic and scheduling system (BMS) for flexible programming & advertising planning in TV and non linear channels. It enables the management of a company's content production catalog, either owned or acquired from third parties, as well as its advertising, production workflows, programming and broadcast planning.



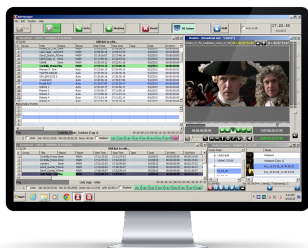
## VSN NewsConnect

The first web plugin of a MAM system to bring together all third-party tools required for News Production (NRCS, NLE, CG, studio playout, video server, etc.), making them all accessible through the NRCS's interface of the user's choice.



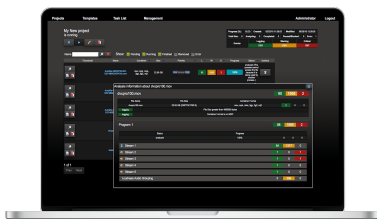
## VSNLivecom

Simple, reliable and flexible studio playout, capable of controlling up to 16 video server channels (4 in A/B/C/D rundown and up to 8 auxiliary video server channels). It is MOS compatible, allows for non-stop dynamic configuration without affecting the operation, and can be fully integrated with third party NRCS systems, like Avid iNews or ENPS, amongst others.



## VSNOne TV

Channel in a Box solution that literally contains all you need for content broadcasting or publishing in just one video server: up to 8 inputs and 8 outputs, playout, CGs, ingest, live production, play while ingest, clipping and time delay.



## VSNQC

VSNQC is a Quality Control system capable of detecting any technical error that affects media files in each and every stage of their life cycle. It offers exhaustive information about content quality, warning users about any error that must be corrected and ensuring a minimum quality standards for broadcasting.



## **VSNBroadrec**

VSNBroadrec is a reliable multichannel ingest server system that allows for continuous uninterrupted recording of video or audio sources. It can perform continuous (24/7) or scheduled recordings from any source.



## **Wedit**

Video editing tool 100% developed in HTML5 that allows journalists and editors to make quick and simple video editings by cut from a single and unique interface, including the possibility of exporting an EDL file to finish the editing in a Non Linear Editor (NLE).

## Interoperability and partners

### Traffic



### Cloud & AI



### NRCS



### NLE



### Media Processing



## Archive



## Storage



## Playout & Graphics



## VSN press contact



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