



VSN to exhibit its media solutions at CABSAT 2022 with Ideal Systems

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[VSN](#) will showcase its latest media solutions at [CABSAT 2022](#) with leading systems integrator [Ideal Systems](#). The company will be present at the **Dubai World Trade Centre** as part of the stand of its commercial partner (**Hall 5. Stand: A5-1**). Following the return of physical tradeshows, VSN is thrilled to return to MENA's most important event and reconnect with their clients and partners to showcase the latest updates of its products.

Among these latest new features, VSN will introduce [the new metadata rules editor](#) included in the [VSNExplorer suite](#). This feature allows to **fully customize metadata arrangements** using a basic programming language. Thanks to this, users can control, organize, and structure all this information and apply different conditions to optimize their media asset management.

CABSAT 2022 will also serve to the company to introduce **the new commercials module of [VSNCrea](#)**, which provides further monetization options and **expands advertising management features**. This new feature enables users to assign price blocks at different times of day, select Ad rate types (Fixed, Cost Per Mille, Cost Per Rating), and exchange this information directly with the commercial contracts on which they are based.

VSN and Ideal Systems join forces at CABSAT 2022

VSN and Ideal Systems have come a long way together. Both companies have collaborated for years on different projects. Thanks to this strong relationship, VSN will present its media solutions on **the Ideal Systems stand (Hall 5. Stand: A5-1) at CABSAT 2022** and join forces with its commercial partner on the show.

With twelve offices across Asia, **Ideal Systems is the region's largest broadcast and media systems integrator**. Ideal is a multinational organization providing innovative Broadcast, Cloud, AV and NDI® solutions and consultancy to sectors including broadcasting, media, house of worship, corporate and government. Ideal Systems provides services that range from systems and business consultancy, cloud integration and systems design, systems deployment, and support, and building of media facilities to live broadcast services.

“We have been working with VSN for several years now on various projects. We have seen their product and cloud platform range grow wider, offering the type of diverse workflows our customers are requiring today. We look forward spreading our collaboration into the Middle East and North Africa region, and we work together to give our customers solutions that they need.” **Jim Butler, CEO of Ideal Systems.**

“We are thrilled to be back at CABSAT 2022, in this case with one of our partners Ideal Systems. We've built a strong relationship during the years with them and we're looking forward to the show and to continue working together to provide the best possible solutions for our clients”. **Aitor Falcó, Sales Manager EMEA at VSN.**

More information about VSN and its products is available at <http://www.vsn-tv.com> or by phone at +34 93 734 99 70.

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About VSN

VSN (Video Stream Networks) has been providing software solutions for audiovisual content management since 1990, both for companies in the Broadcast & Media industry and for all those that need to manage, archive, produce, plan and distribute media. The company has developed projects for TV channels, production companies, OTT platforms, public organizations, the educational sector and content distributors, among others. All of VSN's systems are ready to be implemented in cloud, on-premise or in hybrid environments, and can be contracted under a licensing model or through Subscription as a Service (SaaS). Since 2021, VSN is part of Aspire Software, an operating group from Valsoft corporation, a Canadian company dedicated to the acquisition and growth of vertical software businesses that provide mission-critical solutions in their respective niche. Find out more at www.vsn-tv.com

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