



VSN to showcase its media solutions at SET Expo 2022

Barcelona, SPAIN — August 9th, 2022

[VSN](#) will be present at [SET Expo 2022](#), showing the latest advances and updates on its media solutions. The company will showcase its products in the stands of its two main commercial partners in Brazil. The event will take place **from August 22nd until August 25th at Expo Center Norte in São Paulo. Here, the Broadcast and Media industry's leading companies will meet together to reconnect with the LATAM and Brazilian market.**

VSNEplorer updates for SET Expo 2022

For VSN, SET Expo 2022 is a unique opportunity to showcase the latest updates of its MAM System. The assistants will discover the new **[VSNEplorer](#)** functionalities to enhance the control and management of specific content segments, among other recent advances included in the latest **[Product Release](#)**.

In addition, the VSN team at SET Expo 2022 will show **[the integration of VSNEplorer with Adobe Premiere Pro](#)**. Thanks to the functionality, users of this NLE can access **all the content and tools of VSN's MAM System in the video editing software interface**. This integration was shown by both companies **[in a recent joint webinar available on demand](#)**.

New monetization capabilities of VSNCrea at SET Expo 2022

VSN will take the opportunity to present the new capabilities of **[VSNCrea](#)**. The system amplifies its advertising management options by including **rate calculations for commercial graphic insertions and host mentions**. Also, VSN's BMS (Broadcast Management System)

incorporates the **new metadata rules editor**, as VSNE Explorer did months ago. This new functionality enhances customization and adapts the system to the client's needs.

VSN end-to-end solutions at SET Expo 2022

Apart from these updates, VSN will show the capacities of its end-to-end solutions to SET Expo 2022. VSN's systems are ready **to manage the entire media lifecycle**: from media planning and content production, including broadcasting operations and ending with content catalog and storage. An example of this capacity is [the installation of VSN at Teleantioquia](#), where the company's systems manage all the channel's operations.

SET Expo 2022, the main event of the industry in Brazil

With SET Expo 2022 is one of the top shows in LATAM for the Broadcast & Media industry. This event will gather the sector's leading companies from August 22nd until August 25th at Expo Center Norte. These days, SET Expo has become the central meeting point to take the pulse of the industry.

VSN couldn't miss the date and will showcase together with its two main commercial partners in Brazil: Visitors will find the company's solutions in the booths of [Seal \(Stand 65\)](#) and [Video Systems \(Stand 22\)](#). Therefore, VSN continues returning to the main physical events in the LATAM market after its participation at [Expo Cine Video y Television in Mexico](#).

"We are pleased to meet again with the Brazilian market at SET Expo 2022. We look forward to showing all the potential of our solutions and the recent corporate news to all our customers and partners in Brazil. I believe this is a great opportunity, not only for VSN but for the entire Broadcast & Media industry", said **Roberto Calmón, Solutions Architect of VSN**.

"SET Expo 2022 is an essential meeting point for the industry and is one of the main dates in the LATAM market. Obviously, we didn't want to miss the opportunity of being in São Paulo. We are pleased to participate together with our integrators and reconnect with our clients and partners during these days", stated **Roberto Duif, Americas Sales Director of 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](#) provides software solutions for audiovisual content management and scheduling since 1990. Its headquarters are in Barcelona, Spain, and it counts with a commercial presence on all continents. VSN's software solves any need to manage, archive, produce, plan and distribute media for TV channels, production companies, OTT platforms, public organizations, the educational sector and content distributors, among others. VSN offers scalable, integrated and web-based solutions ready to be implemented in cloud, on-premise, or hybrid environments, under licensing model or through subscription as a service (SaaS).

Since September 2021, VSN has been part of [Aspire Software](#), a division of Valsoft Corp. Aspire Software is a vertical acquisition software company that owns, operates and manages a portfolio of companies in various fields, including hospitality, food & beverage, car rental software and more. Aspire's mission aligns with that of [Valsoft Corp.](#) to take software companies to the next level. Its offices are based at Valsoft's headquarters in Montreal, Canada. The group seeks companies with a solid foundation of outstanding software products with endless potential for growth, under its motto "Buy. Enhance. Grow".

For more information, visit www.vsn-tv.com.

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