VSN will showcase its integration with Adobe at IBC 2022

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VSN will showcase the integration capacities of **VSNExplorer MAM with Adobe® Creative Cloud®** at **IBC 2022**. The company, which will be present at **Hall 8, MS16 and MS17, and at Booth 8.B73**, will present how its MAM System integrates with Adobe Premiere® Pro, Adobe After Effects® and Adobe Audition®. Thanks to the VSN Panel, users can access all the functionality of the MAM system without leaving the applications. If you want to discover more about the capacities of VSN products, **schedule a demo with our professionals at IBC 2022**.

Full MAM capacities available in Adobe software interfaces

Adobe and VSN have collaborated as technology partners for years. Recently, both companies showed the integration of **VSNExplorer MAM with Adobe Premiere Pro in a joint webinar**. This shared workflow provides **access to the MAM system within the video editing software**. Users can search, locate and work with all the assets of their media archive **without leaving Adobe Premiere Pro.**

These integration capacities have now been expanded to include After Effects, for motion graphics and visual effects work, and **Adobe Audition**, for audio editing workflows. IBC 2022 attendees will discover how the users of these tools can access all VSNExplorer MAM functionalities from the integrated panel, from which they can search content, previsualize assets and drop them directly into the timeline of their projects.

Adobe and VSN at IBC 2022

"At VSN, we are aware of the increasing demand for open and flexible media solutions capable of integrating with third-party systems of leading companies like Adobe. We want to take advantage of IBC 2022 to spotlight the integration between VSNExplorer MAM and Adobe software and show the advantages of this shared workflow. At the same time, it's an opportunity to continue with our collaboration with Adobe. We are very proud of the work we have done together and look forward to more in the future", commented **Aaron Lopez, COO of VSN.**

"In today's media world, video professionals are always looking for ways to make workflow easier and more productive," said **Sriram Iyer, Head of Product and Partnerships for Adobe Video**. "VSN's integration with Adobe Premiere, After Effects and Audition enables creatives to work with all the assets in their media archive without ever leaving the tools."

Discover all VSN updates at IBC 2022

The integration of **VSNExplorer MAM** with Adobe is not the only update that will be spotlighted at IBC 2022. VSN will showcase the capacity of its MAM system to allow for **the specific blocking of a segment within an asset** – with the block adjusting the capacity for editing, distribution or publication based on associated permissions. Thanks to this, broadcasters will be able to maintain much tighter and more efficient control of their rights management.

In addition, VSN will present the new functionalities of its scheduling and traffic system, **VSNCrea**. The Broadcasting Management System (BMS) adds the option for rate calculation of advertising elements from **commercial graphic insertions or mentions of a brand by a host**. Also, it has incorporated new automation capacities for commercial insertions. Users of VSNCrea are also granted more flexibility than ever in the way they use the software, through the integration of the metadata rules editor.

More information about VSN and its products is available at www.vsn-tv.com.

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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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