



VSN releases its SaaS service VSNCrea Cloud at NAB 2023

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VSN will showcase the new SaaS Cloud offer of VSNCrea at **NAB 2023**. The company will be at **Booth N.1229 in North Hall**, presenting **the new cloud service VSNCrea Cloud**. With this, VSN adapts all its Broadcast Management System functionalities to the advantages of a cloud installation. In addition, visitors will get to know the recent integration advances of VSNE Explorer with Woody's content ingest platform, IN2IT, and the capacities of automated catalog using AI included in VSN's MAM system.

VSNCrea Cloud advantages at NAB Show 2023

VSNCrea takes the definitive leap to the cloud at NAB Show 2023 with the launch of its cloud service, **VSNCrea Cloud**. Thanks to this SaaS cloud service, VSN's clients will be able to enjoy all the functionalities of this content and advertising scheduling system, taking advantage of the flexibility of the SaaS model, the lower investment in infrastructure thanks to the cloud and an unprecedented speed in the implementation of the service. All this with **commercial plans from €990/month** that VSN will present to visitors at its booth at NAB Show 2023.

"For us, the cloud has long since ceased to be a promise of the future to become a reality. The new VSNCrea Cloud service will allow our customers to enjoy an advanced scheduling system like VSNCrea together with all the best of cloud installation. In other words, they will not have to commit to long-term investments thanks to the SaaS model, nor will they have to worry about the infrastructure, since in this cloud service VSN is the one who provides it", commented **Roberto Pascual, VSN's Global Sales Director**.

VSNE Explorer advances on ingest at NAB Show 2023

For **the VSNE Explorer suite**, VSN will showcase the new integration capabilities of its MAM system with **Woody Technologies' IN2IT ingest system**. Thanks to this collaboration, visitors will be able to combine in their workflows the use of an intuitive, flexible and easy-to-use ingest system with all the archive, catalog, production and content distribution capabilities of a state-of-the-art MAM system such as VSNE Explorer.

VSN will be present at **Booth N.1229 in the North Hall of NAB 2023** with the companies that are members of Aspire Group's Broadcast & Media vertical. Thanks to the collaboration between the portfolio firms and the industry knowledge shared between them, VSN has more resources than ever to continue offering the best media solutions to its customers.

"We are delighted to participate one more year at NAB Show 2023 and to be able to show the full potential of our solutions. We are aware that the challenges of the industry mean that our customers are demanding tools that are increasingly flexible, intuitive and easy to install. Our solutions have advanced a lot in these terms and we are looking forward to opening the doors of this relevant event to show the work that the company's team has developed during these months", commented **Ricardo Quintanilla, VSN's Head of Marketing.**

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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