

WASP3D bullish at European market: signs IQ Broadcast as its channel partner for UK

The alliance to extend WASP3D's reach in British broadcast market

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WASP3D, the leading real-time 3D television graphics solution entered into an agreement with UK based IQ Broadcast Limited as its channel partner for United Kingdom. IQ Broadcast will be responsible for selling and marketing its products in the United Kingdom while also providing training and product support in collaboration with WASP3D. The agreement would immediately expand the availability of WASP3D solution to television broadcasters across Britain.

Divyajot Ahluwalia, Regional Business Manager (Europe) - WASP3D said, 'IQ Broadcast is a great addition to our family and I am glad to have them on board.' 'The company's extensive knowledge of broadcast technology and excellent service-oriented reputation in the industry is an asset to WASP3D.'

The broadcast and production markets in the UK are increasingly implementing High Definition and future proofing their investments. WASP3D is one of the few innovative 3D broadcast graphic systems that supports both SD and HD video formats, is easy to use and seamlessly integrates with all leading automation systems such as Octopus, iNews, Norcom, B4M among others.

"IQ Broadcast is very pleased and indeed honoured to represent WASP3D in the United Kingdom. We see the association with WASP3D to be strategically important in growing the 3D graphics and virtual studio set markets in the UK and with our respective strengths, we see a very healthy growth to the benefit of the broadcast and new media markets", commented Mike Timmis, Business Development Director - IQ Broadcast.

WASP3D has a strong sales network in Europe and is looking at expanding fast in the next couple of years. Its clients in Europe include leading television broadcasters like Antena 1 & 3, CNBC E, Dogan TV Radyo, Kanal A, RTV Utrecht, Turk TV among others. The company also has strategic alliance with Portugal based wTVision as its OEM.

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ABOUT IQ Broadcast

Established in 2004, IQ Broadcast is a UK based technology company specializing in the supply of high technology systems to the broadcast, media and IT industries. From edit suites to transmission systems, ENG to High Definition multi-camera studios, storyboard to action, IQ Broadcast are leaders in providing complete one stop solutions to any individual requirements.

To learn more visit www.iqbroadcast.tv

ABOUT WASP3D

WASP3D is a networked workflow based Real-time 3D Graphics solution developed specifically for

television stations and post-production houses for speedy creation spectacular 3D graphics, content management and its on-air playout. WASP3D is based on the advanced Microsoft DirectX© technology offering real-time graphics rendering that reduces cycle time from design to on-air playout. It is an all-in-one, comprehensive Real-time 3D Graphics solution that can address complex graphics requirements in various application areas including business, elections, news, sports, weather, virtual sets and simulations.

Today, WASP3D has over 300 installations at leading Television broadcasters, across 40 countries globally. WASP3D has a state-of-the-art delivery centre in India, with sales offices in India and Europe; the company employs over 100 highly qualified professionals worldwide.

To know more visit www.wasp3d.com

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You can also visit www.wasp3d.com for more information.