

WASP3D to storm NAB 2008 with its feature rich, HD ready, affordable 3D Broadcast Graphics solution

The leading real-time 3D television graphics solution, WASP3D to showcase its modules and integration capabilities with automation system at the NAB show, Las Vegas

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WASP3D, the leading workflow based 3D broadcast graphics solution today announced that it will showcase its HD ready, cutting-edge real-time 3D graphics system at the NAB show, Las Vegas. WASP3D can be seen in action at stand # SL9908 from April 14th through 17th, 2008

Key highlights of WASP3D graphics system is its ease of usage and ability to seamlessly integrate with most of the available newsroom systems and automation technologies like ENPS, iNews, Octopus, B4M to name a few. WASP3D will be highlighting its feature packed 3D graphics suite integrated with Octopus Newsroom automation.

WASP3D's graphics capabilities include powerful text based character generator, keyframe based animation, built in chroma keying material for virtual set applications and numerous other effects. The solution is equipped with features like real-time 3D graphics designing & rendering, media asset management, easy to use click and drop options for speedy usage that helps reducing cycle time from production to playout.

On display would be awe-stunning 3D television graphics for news, live sports & events, business, elections and virtual sets while live demo of WASP3D modules including the design module - Drone Designer, media asset management module - WAX, On-air playout module - Sting client & server will be given at the show.

Speaking at the occasion, Deependra Rathi, Regional Business Manager, and North America & MEA - Beehive Systems commented, 'WASP3D is one of the few products that offers broadcast quality 3D graphics, real time both in HD as well as SD formats. We have gone past all our competitors when it comes to innovation, features and value for money.'

WASP3D has seen tremendous growth in Europe and Asia having added television broadcasters such as Antena 1, CNBCe, Fox promoted Star News, Headlines Today, Kanal A, RTV Utrecht, RTM, Ten Sports, Turk TV, TV One, TV Vest, wTVision, YTN, Zee Business, Zee Sports among others. With few deals and agreements already signed, WASP3D is now looking at establishing a foothold in North American broadcast market.

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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 futuristic 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 center 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.