

Chennai based Mega TV selects WASP3D graphics solution

The leading real-time 3D television graphics solution, WASP3D, bags another deal in South India

New Delhi, Delhi, IND, 2008-05-01 15:45:03 (IndiaPRwire.com)

Mega TV, Chennai based leading television channel has chosen WASP3D real-time 3D graphics system. The channel airs news and entertainment programs for the Tamil community will use the solution for creating full frame graphics, lower thirds, tickers, channel branding and virtual sets.

Mega TV has an impressive line up of knowledge based entertainment programmes, music shows, family dramas and films along with news at national level. The channel targets wider audience including youth, women and family.

Jayanthi Thangabalu, Managing Director - Mega TV commented, 'Our effort is directed towards making Mega TV, the ultimate in news, views & entertainment and we have set for ourselves certain lofty goals that distinguish our news and entertainment programmes apart; WASP3D solution has a crucial role to play in creating that differentiation through consistent look & feel, better content packaging and presentation.'

Speaking at the occasion, Tushar Kothari, Director & Co-founder - Beehive Systems commented, 'Our team is truly excited about this association and we are confident that our cutting-edge 3D graphic solution will assist Mega TV to capture more eyeballs than their competition.'

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ABOUT Mega TV

MEGA TV is a Chennai based News & Entertainment channel, coming out with a distinct vision to ensure purposeful and positive entertainment to the Tamil Community living all around the world, has been carrying test transmission from August 20th.

The channel was officially launched in August 2007

To know more visit www.megatv.in

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.