

## **WASP3D kicks off UK operations; appoints Lee Otterway as Account Manager**

*The move aimed to bring WASP3D a step closer to UK based television broadcasters*

New Delhi, Dlehi, July 2, 2009 /[India PRwire](#)/ -- WASP3D, the leading interactive 3D broadcast graphics solution today announced appointment of Lee Otterway as Account Manager for United Kingdom. The appointment is a part of WASP3D's strategy to come closer to its customers in European market.

Lee brings to the table a decade of experience in broadcast industry, focused on developing successful sales and promotional strategies for attracting major accounts across United Kingdom & Europe. Before joining WASP3D, he has worked with Aston Broadcast Systems from 2001 to 2009 where he gained a wealth of experience handling CG and broadcast graphics market.

"I am extremely excited to be involved with WASP3D looking at new ground-breaking technology and product features that help overcome host of challenges faced by graphic artists during tight production schedules," said Lee Otterway on joining WASP3D team.

Speaking at the occasion, Tushar Kothari, Director at WASP3D commented, "United Kingdom is an important market for us and with one of the best broadcast graphics technology in place; it is just about reaching the right people at the right time." "I am confident that Lee's long association with broadcast graphics will give a strong momentum to our sales efforts in UK."

Equipped with innovative features like UBT, Menu Groups, powerful design & animation tools and touch screen based broadcast presentation tool – WASPi Mimosa, WASP3D 2009 is creating waves in broadcast graphics market globally.

### **Notes to Editor**

#### **About WASP3D**

WASP3D is a networked workflow based interactive, Real-time 3D Graphics solution developed specifically for television broadcasters who are looking at presenting their content in a rich and engaging way. 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 3D broadcast graphics solution for speedy creation of spectacular 3D graphics, content management and its on-air playout.

Newly released WASP3D 2009 offers interactive broadcast presentation solution, WASPi Mimosa power-packed with touch-gesture based application, telestration tools and more.

WASP3D has over 400 installations at leading television broadcasters across 40 countries globally. WASP3D has a state-of-the-art delivery center in India, with offices in UAE and UK. The company employs over 100 highly qualified professionals worldwide.

To know more visit [www.wasp3d.com](http://www.wasp3d.com)

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