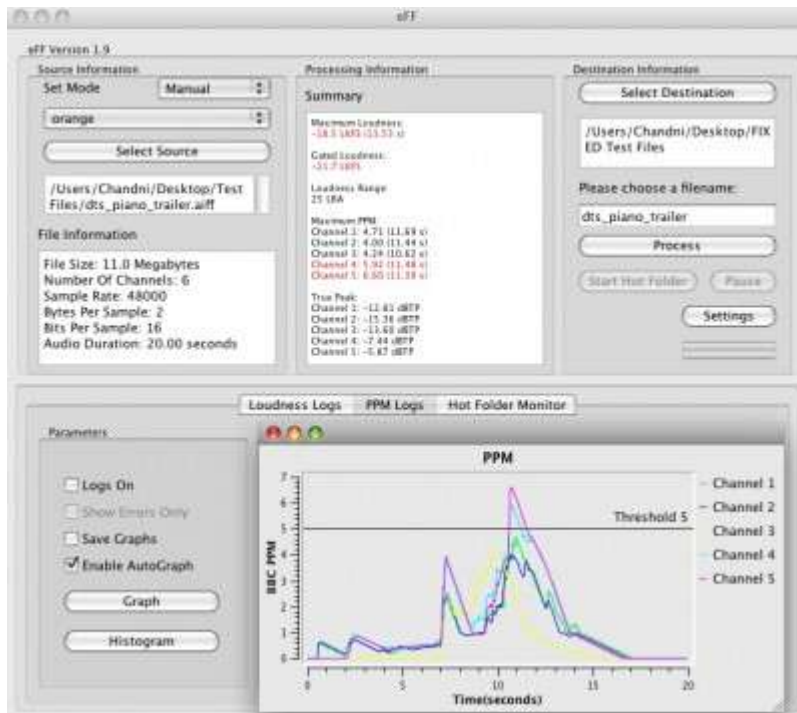




**Emotion Systems Answers File-Based Loudness Question at NAB 2012**



NAB 2012 Preview

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NAB 2012, Booth N3719-3: At NAB 2012 digital workflow experts [Emotion Systems](#) will feature [eFF \(Emotion File Finish\)](#) a cost-effective software application that automatically analyses and fixes audio loudness violations in file-based media.

[Already deployed at prestigious London facilities such as The Mill](#) and Smoke & Mirrors, eFF automatically resolves audio loudness errors in file-based media to ensure compliance with the latest international standards. To ensure that users make the right decisions, eFF efficiently analyses file-based media by utilising accurate modelling of VU and PPM meters, and loudness detection parameters (ATSC A/85, EBU R128 and ITU-R BS.1770). In addition, the fact that eFF operates in faster than real time and provides operators with a graphical display that enables them to quickly assess any audio issues.

According to Emotion Systems CEO MC Patel, We developed eFF in close collaboration with those who actually use it to take the pain out of compliance by enabling users to manage critical file-based audio content to ensure loudness legislation compliance with utter ease and complete confidence.

Applications for eFF include MCRs as well as non-linear video editing and on-line finishing suites. In short, any broadcaster or post production facility can implement eFF as the perfect tool for delivering file-based content media for broadcast delivery.