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Cable and Satellite 2013

Emotion Systems tackles loudness in Brazil.

Broadcast & Cable 2013, Brazil, Stand C12: Emotion Systems continues growth by helping organisations to tackle loudness in Brazil.

eFF from Emotion Systems is establishing itself as a loudness compliance tool for file-based workflows, capable of opening a wide range of media files including MXF, QuickTime, P2, DPP, AIFF, WAV and LXF, and compliance adjusting the loudness of the audio, including Dolby® E encoded audio, within these files. True Peak DNA processing expands on this to offer True Peak correction to eliminate short-term spikes in the audio, which would otherwise lead to clipping.

This will help organisations in Brazil as the Brazilian Government has recently joined many other countries in adopting loudness compliance as a broadcast requirement. Emotion Systems are proud to announce that they are working with Libor, a leading professional broadcast distributor in Brazil. Additionally, the first sale of eFF in Brazil has gone to Tag Worldwide, an organisation which includes Smoke & Mirrors, long term users of eFF in London.

‘I am really pleased at how eFF is being accepted as the reliable and trusted way to achieve loudness compliance within file-based workflows and am excited by this expansion into the Brazilian market’ says Emotion Systems CEO, MC Patel.

‘Loudness compliance is now an issue in Brazil and we are very happy to be working with Emotion Systems to offer a practical and affordable tool for this requirement’ adds Henry Spong, President of Libor.

For more information on eFF, please see www.emotion-systems.com

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About Emotion Systems: *Emotion Systems develops and markets world-class, file-based signal processing tools to analyse and resolve issues with audio, video, time code and metadata. The company has put together a pioneering team to design and market innovative products to provide the best possible workflow efficiencies within IT-centric, file-based broadcast and post environments. For additional information on Emotion Systems products and services, please visit www.emotion-systems.com*