



## **VSN to Launch Web-Integrated Editing Tool at NAB 2017**

### **VSN WEDIT the new web-based video tool enhancing Media Manager**

**Barcelona, SPAIN — 13 March, 2017 —**

At NAB 2017, innovation and media solutions provider VSN is launching WEDIT, a highly functional web-based editing tool integrated within VSN Explorer, its media and business process management platform. Developed in HTML5, this quick and easy tool allows journalists and editors to edit videos and prepare them for broadcast from a single and unique interface, without having to switch to another system.

“Our new web-based video tool breaks ground in allowing editors to manage and edit all of their assets in the cloud from a single interface, which streamlines editing and enables new, advanced workflows,” said Jordi Capdevila Espitia, marketing director of VSN. “In addition to saving time and helping users meet tight deadlines, WEDIT can help companies reduce their need for licenses and even avoid costly NLE systems.”

Within the VSNEXPLOER interface and integrated with a full-featured MAM, WEDIT users can work on footage and clips located in deep archived, near-line or online storage. In effect, WEDIT is a “cloud content editor,” because it allows users to access and edit files on the cloud, a capability that can boost collaboration between editors and departments. In terms of editing features, WEDIT users can edit sequences quickly by cut; generate cut lists; mark-in and mark-out segments with proxy frame accuracy; associate metadata to the editing cuts; edit quickly from the interfaces timeline; and consolidate sequences and publishing. At any time, users can export a project into an EDL file to finish editing, if necessary, in another third-party NLE, such as Adobe Premiere, Final Cut Pro or Avid Media Composer.

The integration of this web editing tool within a MAM system enables new workflows. WEDIT users, for example, can rely on metadata automatically extracted by the MAM itself to accurately search for content. In other words, an editor could search directly for sports videos containing the year's best goals and then locate and time-code actual segments. Or thanks to the MAM's speech-to-text functionality, the editor could search for content within video audio transcriptions, and again locate and time-code videos in which any designated public official is speaking about a particular topic. VSN's WEDIT also enables segmenting and locating content based upon other parameters such as format, bitrate, rights, or user validation.

These features and advanced workflows drive efficiency into the video editing process. By using WEDIT, VSN clients won't need to change to another, third-party NLE system or use plug-ins to complete their videos, no matter how easy the editing. Switching from tabs and interfaces, and sometimes even downloading files and uploading them later to another system, all increased the number of steps required to complete news projects.

VSN executives will be on hand to demonstrate this add-on feature to VSNEXPLOER in **booth #SL8006** More information about VSN and its products is available at <https://www.vsn-tv.com/en/>. or by phone at +34 93 734 99 70

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#### **About VSN**

VSN is a global technology company that delivers advanced, end-to-end solutions to the broadcast and media industries. Its modular, scalable and customized software optimizes business processes in the areas of media asset management, master control room (MCR) automation and news production. VSN delivers innovation and media solutions to more than 1000 global clients, including TV channels, content distributors, news agencies, public institutions, service operators and others. Headquartered in Barcelona, VSN has offices in Alicante, Dubai, Hong Kong, Miami, Montevideo and Santiago de Chile, and provides a highly rated 24/7, global technical support service. For more information, visit <https://www.vsn-tv.com/> .

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