



## **Emotion Systems Reveal Focus For NAB 2012**

**At NAB 2012 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 make sure 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, EBUR128 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.

Emotion Systems CEO MC Patel said: "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.