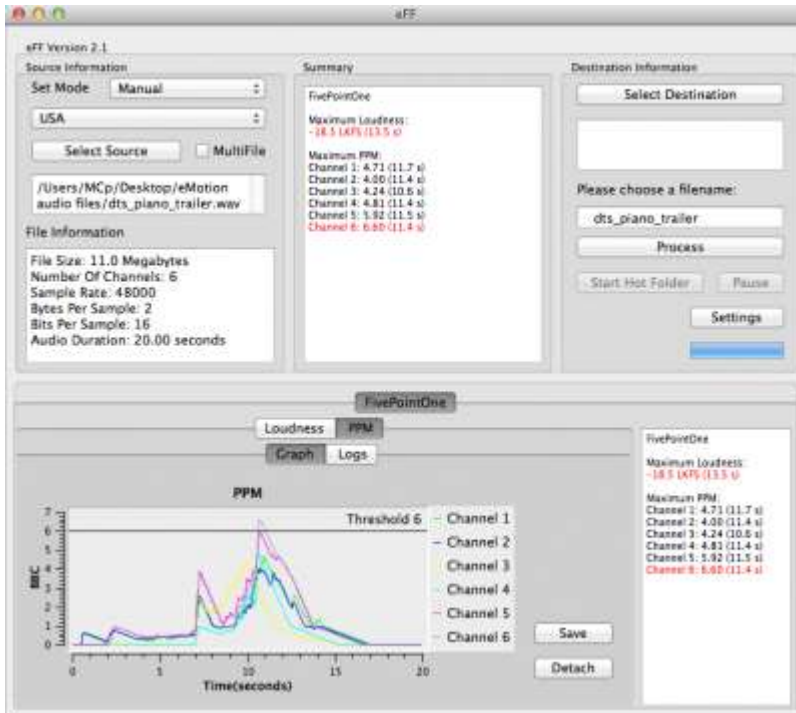




**Emotion Systems Broadcast Asia 2012 Preview**



Stand Number: 4E2-12/A

On show at Broadcast Asia 2012:

eFF (Emotion File Finish)

At Broadcast Asia 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.

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.

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.