

News Release

Emotion Systems eFF Shocks Munky - Loudness resolution is surprisingly fast and accurate

LONDON, 28 March 2012: London-based VFX facility Munky has installed Emotion Systems' "eFF" (Emotion File Finish) software, which automatically analyses and fixes audio loudness violations in file-based media.

According to Munky Owner Gary Brown, "We've been receiving files for the last five or six years now which has significantly sped up audio relays from the days of waiting for and ingesting a DAT recording. However, now that we are running eFF software, the process has halved again. Employing eFF means that we can achieve fast, efficient and accurate audio file measurement with little need for manual intervention."

Emotion's eFF ensures that audio problems are automatically corrected by performing deep analysis of file-based media with accurate modelling of analogue Peak Programme Meters (PPMs) and loudness parameters.

According to Emotion Systems CEO MC Patel, "While loudness correction is an important component of audio compliance, the architecture of eFF's software includes the ability to comply with both legacy and future evolutions of loudness and other audio measurements. As our clients' workflows become increasingly file-based they are looking to eFF as the audio measurement tool of choice and I am very pleased that Munky has chosen eFF for use in its editorial suites."

Emotion's eFF is available worldwide and is suitable for any facility that supplies file-based content media.

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Note to Editors: Emotion Systems will feature eFF in the North Hall at NAB 2012, Stand N3719-4.

About Emotion Systems: Whether as a direct supplier or independent dealer, Emotion Systems provides the definitive resolution to digital workflow requirements. The company develops markets, evangelises great ideas and secures sales of a rapidly growing suite of world-class products from a range of best-of-breed developers to ensure that their technologies offer supreme value.

Company details: Emotion Systems, Red Shute Mill Business Centre, Hermitage, Berkshire, RG18 9QL

Company contact: MC Patel, CEO, Emotion Systems, Tel: +44 788 794 6363, Email: mc@emotion-systems.com

Press contact: David Cunningham, Manor Marketing, Tel: + 44 (0)1420 544242, Email: david@manormarketing.tv