



## **CREATECNA XXI**

**Hall:** 7

**Stand:** G47

### **FOR FURTHER INFORMATION**

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### **COMPANY PROFILE**

After winning the IBC Innovation Awards 06 with 3G Mobile Studio, pioneer development already installed in numerous European TVs, which allows live broadcasting using as ENG any 3G cell-phone, Createcna is proud to present in the Mobile Zone, together with 3G Mobile Studio, the one step beyond on 3G products: 3G Broadcaster, our own-developed software application for live broadcasting to 3G phones. The strength of 3G Broadcaster is backed by know-how acquired by Createcna in audiovisual and mobiles world, and it's the technology that is supporting the most cutting-edge projects in these fields such as the first TV Channel exclusive for mobiles which broadcasts on live Formula 1, allowing users the possibility of a completely personalize reception of races, changing cameras from different cars which can be visualized on board, making possible being in the skin of favourite pilots. Createcna's technology has been chosen by FOM (F1 Management) In Hall 7, together with 3G products portfolio, we're exhibiting our well-

known products.

**Products:**

- Scriptor , the 24 hours system for recording and storing the transmissions of broadcasters for long time slots without management needed.
- Cellarium , the digital archiving and production system, which manage recording, cataloguing, searching and editing of digital assets.