

**VENTUZ TECHNOLOGY**  
**TO HIGHLIGHT DATA**  
**VISUALIZATION WORKFLOWS**  
**AT ISE 2019**



# VENTUZ TECHNOLOGY TO HIGHLIGHT DATA VISUALIZATION WORKFLOWS AT ISE 2019

**The abundance of data at our disposal is posing new challenges for graphic visualization concepts in presentations, events and permanent installations. Ventuz Technology, developer of 3D real-time motion graphics solutions, has chosen ISE 2019 to showcase their newest toolsets of smart and dynamic visualization workflows for live data. To be seen in hall 8, stand number 8-K330 at ISE 2019 in Amsterdam, February 5-8.**

As a software tool that dominates in corporate presentations, showrooms and on exhibition floors across the world, Ventuz is specialized in bringing complex data into appealing and easily understandable visual forms. "Although our data holds all relevant information on our companies and products and is therefore incredibly interesting, years of poor presentation techniques have left audiences under the impression that data is boring", said Erik Beaumont, CEO of Ventuz Technology. "Our goal is to breath live into data visualizations and bring back the excitement."

The real-time nature of the Ventuz software suite additionally makes it possible to create content that reacts dynamically to data which is continuously updated, such as stock figures, current sales numbers, polls and the like. This is especially interesting for permanent installa-

tions, where content can be created once and doesn't need any further adjustments as the numbers change over time.

"With the latest releases of Ventuz X, we have introduced a completely new method for the dynamic visualization of data in the form of a particle system", explained Erik Beaumont. "Data driven particles allow users to visualize complex data, such as characteristics of client groups, growth patterns and more, in the form of dynamic point clouds. By linking the live data source directly to the particle system, the audience can watch shifts and changes as they occur and get a much more accurate idea of what meaning is behind the numbers."

In the Ventuz environment, data can come from a multitude of sources. These include bi-

directional communication with databases – MS-SQL, ODBC, OleDB, Oracle, and MySQL – but also more amendable file formats like Excel, TXT files or XML. In addition, users can integrate other data sources by scripting their own API. Naturally, the internet – the largest source for data in the world – can be used to drive Ventuz content as well. Here, the integrated web browser allows direct access, while RSS and JSON feeds as well as social media integration can bring live information into any given project.

Ventuz Technology will showcase a selection of live data visualization concepts on their booth at ISE 2019 in hall 8, stand number 8-K330. ISE 2019 will take place in the RAI Exhibition Center in Amsterdam, Netherlands, February 5-8.