



Helping you...

Embrace the Media and Technology Revolution

Hanu Software is a global provider of customized IT solutions and software services to Media & Entertainment sector. Headquartered in Monmouth Jct., NJ, and with an offshore development center in Gurgaon (Delhi), India, Hanu Software offers a unique value proposition to its customers. We provide software solutions across host of technologies and platforms catering to the needs of small and large Media and Technology organizations. Our smart and cost effective solutions enable our clients derive the strategic and tactical advantages from deployment of technology.

Our Service Offerings

- ▶ Conversion Tools of various Audio/Video format.
- ▶ Mixing of Wave, MP3 and Ac3 file format with applied Audio Effects
 - ▶ MP3 Codec Integration
 - ▶ 2D/3D Game Development
 - ▶ Plugin Development for Pinnacle Studio
 - ▶ Simulation Technology for Game Development
 - ▶ Processing of Audio/Video Editing
 - ▶ Mobile, PDA's Application Development
- ▶ Processing of Standard Audio Effects (like Echo, Reverb, Equalizer, Choras, Flanging and others)



Value Proportion

Hanu Software's core value proposition as services Provider to Media & Entertainment sector is built around complete customer orientation and management flexibility. We align our SEI Capability Maturity Model compliant processes in accordance with your business goals and project requirements. Hanu software positions itself as an "easy to work with partner" that provides a transparent engagement models with executive management commitment. With the best people, processes, infrastructure, technology and experience, we are set to take you on the road to strategic excellence.

Certainty with Gratitude....

With us, you can be sure that the project will be within budget and time frame that you have requested. The system will be user-friendly, easy to navigate, easy to learn and will minimize the amount of data entry required. We will work closely with you to ensure that your project needs are addressed, from the requirement gathering phase to the design phase, and on through the Development, Testing, Documentation and Training phases. Post Implementation support is provided as part of our full-service approach to long-term customer satisfaction.

Hanu software-An ideal partner for Media and Technology.

HSS's Media & Technology team architects and designs critical software components as we specialize in applying audio effects (i.e. Pan, Volume, Echo, Reverb, Equalizer etc.) on multiple file formats (.wav, mp3, ac3 etc) through Hanu Software's own audio mixing component library. We always stand out in terms of quality as our products are file format independent which gives you freedom of ease in one player itself. Hanu credit spreads to development of mixer having n-channels. We are working with Pinnacle Studios and continuing to develop innovative p lug-ins for our esteemed partner. The techniques of simulation of input devices are another dominating playing field of Hanu Software that takes company to the forefront of media technology research.

DSP (Digital Signal Processing) is generously explored area of our professional to meet any challenge in providing cutting edge solutions. Each project is customized to meet the client's needs and requirements in this ever-changing competitive environment.

Our Engineers continuously strive to improve the performance and introduce innovative features to make these products very user friendly. We follow optimized and stringent quality processes to build these world-leading products

Degrees of excellence

- ▶ Rapid solution
- ▶ Domain expertise
- ▶ Cost Effectiveness
- ▶ Innovation
- ▶ Smooth transition
- ▶ Flexibility
- ▶ Zero Error mindset
- ▶ We never let you down



Harmonizing business

- ▶ Ever growing business graph
- ▶ Grow your customer base
- ▶ Gain Competitive advantage
- ▶ Improve Customer service
- ▶ Improve Quality
- ▶ Faster Time to Market



UltimateFX Plugin

(www.resonatingfx.com)

The customer (Resonating FX) is in the business of selling specific sound recipes that are used in audio and video editing industry. The project was to develop a Pinnacle plug-in for importing the customer's sound recipes on to the Pinnacle project space. Pinnacle is the world leader in the area of audio and video editing. Pinnacle provides an SDK (VST SDK) for the purpose of creating DLLs / plug ins to do any specific audio processing only.

The project was full of challenges and that's what made it exciting for the Hanu Software offshore delivery team. The key technical challenge was the limited/no support in VST SDK of Pinnacle Studio for feature of importing SoundFX files into Pinnacle timeline with a minimal sized plug-in.

Hanu Software with its competency on core API's and ATL had developed and released the Plugin successfully and is developing the enhanced version of Plugin for the upcoming Pinnacle Studio.

Baidans UltimateFX Sound Mixer (www.resonatingfx.com)

Hanu Software has provided the platform for which the Customer (Resonating FX) was looking for!

The project was to develop a Sound Mixer, which can apply audio effects [Pan, Reverb, Echo, Volume] on selected SoundFX files of Recipe under various categories. Generated SoundFX files with applied audio effects, can be experienced individually or in combination of selected sound files, which are compatible with industry standard quality of sound.

The project was also to develop the Sound Mixer that supports mixing of .WAV and .MP3 file formats and generate a final SoundFX file in requested file format [.WAV or .MP3] which could be downloaded to cell phones in ringtone format.

Hanu Software with its High End sophisticated self developed component with support of Effects and Mixing of audio, has designed the Sound Mixer maintaining the quality of the SoundFx files and fulfilling each requirement of the Customer at its best.

From Customer Desk

"I have been working with Hanu for about a year and in my experience they have proven to be invaluable engineers. They are both courteous and thoughtful designers. It is refreshing to have development partners who simply get the job done. The way they communicate throughout the process creates a level of comfort as though they are down the hall working in your outer office. I don't think you can get better than that. Hanu is a rare breed in the environment, they keep their word and deliver on time and more often than not, the product is better than anticipated. They are problem solvers. I highly recommend them. The cost savings will speak for itself."

Brice Carrington
CEO
ResonatingFX

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