

Leipzig, Aug 7 2006

## **First real Workflow Management System for the Media Industry from CEITON technologies GmbH**

*CEITON will be showing the first Workflow management system specifically designed for Broadcasting, Postproduction, and Premastering at IBC for the first time. Fully operational systems as used by SONY and ARD (the First German Television Network) to control and optimize their business processes will be presented. This web-based tool for productive and administrative management will be available for hands-on trials including 3D visualization of the process flow and status.*

The media business is in the midst of a paradigm shift: everything will be digital and production and accounting for the diverse delivery platforms (i.e. TV/HD-TV, iTV/MHP, DVB-x, radio, DVD/UMD/BluRay, SA-CD/Audio-DVD, mobiles, download, streaming etc.) will become increasingly more complex. Workflow management systems are capable of supporting arbitrary business processes due to their inherent flexibility. The programmability of these systems makes it possible for users to design their own specific operational sequences and interfaces. At the same time they automate a part of the administration and thus leave more time for operational personnel to get on with their jobs.

With the system "Web Workflow PPS", CEITON combines classical Workflow management and well known Production planning and control techniques with CEITON's unique web technologies to create a highly efficient and fully dynamic system for all kinds of media production. Customers can uniformly adapt or extend whole production chains utilizing tools to design, visualize and control (central or decentralized) each and every individual task. Multifaceted productions or complex accounting methods become more flexible, faster, less error prone and above all more economical.

The Mitteldeutscher Rundfunk (Middle German Broadcasting), ARD (Germany's first television network) and Sony DVD Center Europe, which has authoring studios in Salzburg, London and Paris, say the following about the system.

Robert Nagel, Business Leader Production Unit MDR, Germany:

*"MDR decided for the CEITON solution because, utilizing a Workflow system, the assignment and accounting processes for program production can be arranged in a substantially more efficient manner and via the interfaces provided, an optimal integration into existing systems (i.e. SAP) is possible. Special advantages are the high flexibility for future workflow adjustments, the simple stationwide installation, and future security due to open architecture."*

Paul Leitner, Managing Director Sony DCE, Austria:

*"Without the CEITON system it would not have been possible to reach our current production level of more than 1,200 DVD's and UMD's per year without substantial increases in equipment and personnel. The Workflow system plays a key role in all divisions, Sony DCE has taken a major role in the workflow customization to meet the varied and changing needs of our unique business model. To our knowledge no other tool offers the level of control and customization available from CEITON."*

The Workflow system will be presented at the booth of BFE (number 10.431). BFE is a SIEMENS subsidiary and a specialist for turnkey integration of broadcast IT systems. And as one of the European market leaders, BFE will include the CEITON Workflow system in designs for discerning customers.

Additional information is available from

[www.workflow.tv](http://www.workflow.tv), [contact@ceiton.com](mailto:contact@ceiton.com) and +49 (341) 913 5831.

CEITON technologies, founded in 2000, is a private software development and process consulting company from Germany. Along with the Workflow system, the company also developed the leading Web window manager technology "WinLIKE" for highly flexible Web 2.0 applications. The company usually supports high tech companies around the world from the fields of media, software development, telecommunication, research or even defense.