



## **PROCONSULTANT INFORMATIQUE DEMONSTRATES ENHANCED BUSINESS AND SCHEDULING WORKFLOW SOLUTIONS AT IBC 2008**

*Enterprise applications for multi-platform, multi-channel programming and air time sales scheduling; New digital workflows tools include updated dynamic branding, P2 ingest and live assist to web*

**Metz, France – July 10, 2008** – ProConsultant Informatique, a forward-thinking developer of enterprise workflow solutions for broadcast program and business management, will showcase new feature enhancements to the flagship program management solution LOUISE©, and its premier air time scheduling system CINDY© at the IBC 2008 conference held in Amsterdam from September 12 through 16, 2008 in hall 2, on stand B21.

*"LOUISE and CINDY improve productivity in an increasingly complex technical landscape and evolving broadcast business model. Media distribution is far more dynamic and complicated given the adoption of evolving new media outlets such as iTV, web, mobile and others. Whilst the business opportunity to increase revenues through these new portals is immense and somewhat difficult to encapsulate within current system designs," said Mr. Hervé Obed, CEO of ProConsultant Informatique. "Our solutions are designed to keep broadcasters on the forefront of these emerging workflows while simultaneously maximizing revenue opportunities. LOUISE and CINDY provide uninterrupted workflows with seamless third party integrations to ensure that critical information is exchanged and immediately available across the entire operation. Clever features such as the new ProConsultant Dynamic Branding tool bring significant value add to revenue generation."*

**LOUISE – Rights Management and Program Scheduling** LOUISE is a dynamic, fully integrated information system for managing and scheduling media programming assets whether it's a mid-size television station or multi-channel, multi-media enterprise operation. LOUISE incorporates essential program information in its centralized database including rights, contracts, scheduling and all associated metadata through its life-cycle. The scheduling grid interface is straightforward and intuitive. It can be easily configured to meet individual workflow needs. Designed to handle a broad range of situations, the logging tool allows secondary-event scheduling. Built on open standards, LOUISE serves as a control and information hub for data exchange. The powerful Search and Report module quickly responds to multiple levels and categories of queries. Customized reports and analyses are generated dynamically to reflect the latest information with preferred fields and views. LOUISE can be easily integrated with third party systems – from ingest cameras and devices to automation systems or publication services and archive systems. In addition to improved efficiencies in scheduling, planning and analysis, LOUISE provides a reliable, robust framework to maximize all aspects of the digital workflow chain.

**CINDY – Ad Time Optimization with Enterprise Reporting** CINDY is the innovative air time sales system that helps maximize revenue opportunities with the most flexible ad sales scheduling and management solution. CINDY tracks proposals, automatically creates scheduling for optimal revenue generation while respecting contract restraints, and provides dynamic updating and monitoring so broadcasters always have an accurate view of current status, avails and opportunities. Manual scheduling can be done by simple drag and drop; notifications of contract restrictions will be flagged. Rate card pricing can reflect a full range of price-sensitive considerations including spot placement within a set, audience, sponsorships. Currency considerations are built-in. Features like automatic break searching according to different sets of criteria put CINDY in a class by itself.

CINDY includes powerful tools for sales team management and includes a flexible

module for invoice generation. Direct interfaces 3<sup>rd</sup> party financial systems such as SAP, Oracle Financial and others can be implemented in CINDY. CINDY integrates seamless with LOUISE programming system.

## **New at IBC 2008 - LOUISE Adds Tools to Tame the Tapeless Environment**

LOUISE has a flexible architecture, allowing speedy development of enhancements and tools that address the management challenges and opportunities of the new tapeless workflows - including mixed video environments, end-to-end metadata organization and multi-platform delivery.

*Preview and Multi-Formats in Dynamic Branding Tool* - ProConsultant will demonstrate at IBC new enhancements to the Dynamic Branding Tool for LOUISE. This easy-to-use tool allows producers to create promos based on the media and data elements stored in the Louise system. The latest version can handle multiple video sources as well as additional formats. With just a few clicks, a producer can create a compelling promo or teaser by accessing scenes of programming content directly from the LOUISE database and placing the clip into the Branding Tool template which can include logos, animates and CGs along with information for different positions within the frame as well as data for adjustable fades and durations. The templates can help create a uniform style and look for promotions across a programming channel. A new enhancement is the LOUISE preview window which allows the project to be viewed and adjusted before completion. The Dynamic Branding Tool is another example of extending the power of the LOUISE infrastructure to improve workflow.

*P2 ingest Tool* - The new P2 Ingest Tool is designed to accelerate productions. The new acquisition feature adds automated ingest of metadata from Panasonic P2 cameras to the LOUISE core capabilities. During ingest, all metadata and related files can be automatically placed into the LOUISE system. LOUISE will assign a project name, (respecting any particular nomenclature pre-sets of the organization). Full MXF file data is available in LOUISE with views of specific fields based on permissions.

Task Manager supports Live Assist to Web for Multi-Media Production – The improved LOUISE Task Manager powers the LIVE ASSIST TO WEB functionality allowing users to create multi-platform content for live events such as talk shows. While the broadcast is in progress, producers can insert virtual “flags” into the background recording of a live broadcast to mark “ins” and “outs”. LOUISE users can search for flags at any point during or after the show broadcast to quickly assemble segments or highlights. The Talk Show module works directly with the Master Control module to automatically generate segments destined for immediate distribution to web or other non-linear platforms.

### **About ProConsultant Informatique**

ProConsultant Informatique S.A. develops state-of-the-art business management software for media organizations. Based in Metz, France, the company’s flagship scheduling software LOUISE and its air time sales/traffic system CINDY are enterprise solutions offering straight-forward, intuitive workflows with a sophisticated infrastructure that provides maximum control and access to information and metadata for management, data exchange, analysis and reporting. With more than a decade of experience, reliability and a proven track record in nearly 200 television and multi-media organizations worldwide ProConsultant exemplifies excellence in innovation and performance. For more information, please visit [www.proconsultant.net](http://www.proconsultant.net)

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