



LOUISE© BROADCAST MANAGEMENT SOLUTION FOR LINEAR AND NON-LINEAR WORKFLOWS AT IBC 2008

ProConsultant system unifies metadata across multi-platform environments.

Introduces new tools and features for digital workflows

Metz, France – September 10, 2008 – ProConsultant Informatique, a developer of enterprise workflow solutions for broadcast and business management, will demonstrate the linear and non-linear metadata management capabilities of its flagship product LOUISE© at the IBC 2008 conference held in Amsterdam from September 12 through 16, 2008 in hall 2, on stand B21. Several new features designed to streamline digital workflows will also be demonstrated.

"LOUISE offers broadcasters an incredibly powerful platform to control and manage their media assets whether they are destined for broadcast, web portals, VOD or other non-linear services. Media distribution channels are increasing every day. The challenge for content providers is finding cross-media workflows that improve productivity while ensuring critical business processes, including rights, usage restraints, and tracking information," said Mr. Hervé Obed, CEO of ProConsultant Informatique. "LOUISE brings tremendous value and efficiencies to multi-media broadcast operations. The end-to-end business management system offers comprehensive, lifecycle metadata management whether for linear and non-linear services in a single application. If an asset or program exists in the LOUISE grid, it's incredibly easy to create a series of background commands which LOUISE will automatically execute to deliver and package the content to non-linear services – in the right formats, at the right times, in the right places. We have customers like TFO in Canada using LOUISE in this way for on-air and Internet and other uses. TV4 in Sweden manages their VOD programming as well as multi-channel broadcast content."

LOUISE Broadcast Management Solution

LOUISE is a dynamic, business information system for managing and scheduling media programming assets. LOUISE incorporates all program information in its centralized database including rights, contracts, scheduling and all associated metadata. The system can be easily configured to individual workflow situations regardless of size or numbers of channels. Built on open standards, LOUISE serves as a control and content hub for data exchange with other systems, allowing broadcasters to leverage their equipment investments. LOUISE provides a reliable, flexible framework to maximize all aspects of the digital workflow chain.

LOUISE Adds New Tools for Tapeless Workflows

Also featured at IBC 2008 are tools specifically designed to support digital and multi-media production including P2 Ingest Tool and an enhanced Task Manager.

P2 Ingest Tool - The new P2 Ingest Tool automatically captures data from the camera cards and adds a big productivity boost. At ingest, LOUISE automatically assigns a project name to the file according to the channel naming convention and all P2 card metadata, including full MXF file date is automatically registered in LOUISE.

Task Manager powers fast media creation for Web use - The LOUISE Task Manager includes enhanced functionality including LIVE ASSIST TO WEB which can be used to effortlessly create content for the web and other non-linear services. For instance, during live talk or sports programs, LOUISE creates a background recording of the show and producers just click to insert virtual "flags" indicating "ins" and "outs" around interesting segments. LOUISE can be used to search for flags during or after the 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.

Enhancements in Dynamic Branding Tool

ProConsultant is also demonstrating new enhancements to the LOUISE Dynamic Branding Tool which can be used to create dynamic promos and teasers by combining programming scenes with any type of graphic that's stored in the LOUISE database. The Branding Tool Template makes it easy to create eye-catching promos that combine show clips, logos, CGs and animations. The templates control graphic positioning and adjustable fades. New features include the ability to work with multiple video inputs and multiple formats. A significant addition is the Preview window which allows producers to view work-in-progress and initiate any final touches before the project is completed.

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

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