



IBC2009 Press Previews

PROCONSULTANT INFORMATIQUE TO SHOWCASE NEW SOLUTION FOR LEVERAGING CONTENT TO NON-LINEAR PLATFORMS

LOUISE Enterprise Business Management Solution introduces MediaBench, a fully integrated tool to streamline workflows for media extraction and content repurposing to multiple platforms

Metz, France – July 2, 2009 – ProConsultant Informatique, a forward-thinking developer of enterprise business management solutions for broadcast and cable will be showcasing their flagship LOUISE solution, including new MediaBench technology to improve non-linear workflows at the IBC 2009 exhibition on stand 2B21. LOUISE provides the intelligent architecture for managing and scheduling program assets, and for simplifying workflows in tapeless environments where content is generated for multi-platform distribution. With a highly advanced architecture, LOUISE provides global governance of rights and scheduling, as well as automated control of media retrieval, conversions and other processes required for multi-media distribution. Coupled with the dynamic capabilities of LOUISE, the new MediaBench module enhances productivity and streamlines content creation and distribution for non-linear platforms including VOD, web and mobile services.

MediaBench is a fully-integrated module that enables users to create extracts, posters, and promo packages from various content and media elements (clips, opens, cover art, thumbnails). The packages could include thumbnails and clips of thematic programs for VOD, highlights from live events for mobile distribution, and program segments for posting on websites. The intuitive desktop workspace includes an easy-to-use feature set including search, mark-in/mark-out, format preferences and a preview function. The unique LOUISE architecture automates file format conversions to meet technical criteria for distribution to multiple, non-linear platforms. The advanced architecture also makes it possible to merge content from various projects while always maintaining the metadata throughout the processes.

“LOUISE is the foundation upon which we continue to build. Our research and development direction has always been to organically grow the LOUISE capabilities; supporting the initiatives of our customers not just for today, but tomorrow and years to come,” said Hervé Obed, founder, ProConsultant

Informatique S.A. *“LOUISE enhancements we showcase at IBC are serving two purposes for our clients who face new challenges in a tapeless, multi-platform world. One, we are increasing the value of their assets by offering a simple way for operators to produce multi-platform media and packages in a much easier, time-saving manner, and two, we are providing the infrastructure to manage and deliver these packages to any platform with a click of a button. A fast, simple yet sophisticated technology that adds efficiency and doesn't require customers to throw out their current infrastructure or add extraneous systems to gain the benefits.”*

About 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 straight-forward 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.

Attendees to the IBC 2009 event held in Amsterdam from September 10 to September 14, 2009 can schedule a private demonstration with ProConsultant Informatique by contacting Laurence Thill at Laurence.thill@proconsultant.net

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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