

IBC 2011: PROCONSULTANT INFORMATIQUE SHOWS ENTERPRISE-READY BUSINESS MANAGEMENT SOLUTIONS ARE DESIGNED FOR MEDIA CONVERGENCE

LOUISE© provides global solution for large-scale media companies who deliver content to broadcast and multiplatform audiences

CINDY© adds targeted advertising on nonlinear platforms to its sales optimization package

METZ, FRANCE – JULY 11, 2011 – ProConsultant Informatique (PCI), a leader in developing innovative media management systems for content providers, will showcase the enterprise-ready, multiplatform capabilities of LOUISE©, its flagship business management solution at IBC 2011 held in Amsterdam Sept 9-13 at the RAI Centre (stand 2.B21). Visitors to the stand can see first hand how the powerful media and metadata structure management and workflow-driven features in LOUISE© can be leveraged to maximum advantage for both linear and nonlinear outlets. PCI will also demonstrate its CINDY© sales management software which now includes the ability to target advertising on non-linear platforms.

“PCI has always taken the enterprise-level view of the program, production and delivery chain; no task is isolated. We always look at the global context. This includes doing business in mixed traditional and nonlinear environments. We’ve designed our software with the flexibility to adapt to new circumstances and technologies. We find ways to help operators optimize their content. Purpose-built tools streamline the workflow and facilitate content repurposing. LOUISE© is the control hub; all metadata resides in LOUISE© and are fully searchable – from purchasing, acquisition and scheduling to playout as well as exposures to multiple, new media platforms,” says Hervé Obed, founder and President of ProConsultant Informatique. “This global approach has allowed us to develop software with great durability, versatility and scalability. Our design is open for integrations, data exchanges and interactions with other systems. LOUISE© provides unified, cross-system tracking of metadata and media – wherever they are and wherever they need to be distributed. PCI systems are ready for media convergence and nonlinear expansion.”

LOUISE©: Comprehensive, Multiplatform Program and Metadata Management

LOUISE© provides an enterprise-wide, unified framework with specialized tools to tackle the challenges of content and business management on traditional broadcast channels as well as on non-linear publishing to new media platforms such as VOD, web and mobile services.

LOUISE© manages media and metadata throughout the lifecycle of an asset; acting as a control hub, LOUISE© oversees many other systems, executing rights to allow or deny

publication. A powerful workflow engine manages high level business tasks to ensure business and operational efficiency; for instance, after contract approvals, LOUISE© cross-checks required operations such as versioning, translations and captioning and carefully executes and manages task plans that orchestrate the necessary tasks in sequence. The workflow engine also automates many other media-related tasks and processes involved in the digital production chain, including as archive retrievals and multiple transcoding. To further reduce the burden of multiplatform production, the MediaBench© module can be used to create promos, thumbnails and segments for content that is repurposed to non-linear platforms. MediaBench© can be used to help monetize content. Directly within LOUISE©, users easily can create customized overlays for content viewed on non-linear platforms such as smart phones and iPad. Built on open standards with a flexible architecture, LOUISE© integrates with other broadcast, automation and distribution systems to provide a sophisticated and elegant business management solution.

CINDY©: “Beyond Broadcast” Ad Management

CINDY©, already a dynamic, proven sales solution to optimize inventory and revenue for broadcast channels, now includes new modules designed specifically to manage ad placements across non-linear platforms. In broadcast settings, CINDY© covers the full range of account management, automated and manual scheduling, invoicing, and financial reporting. Now, CINDY© extends these capabilities to new media environments, adding the ability to target advertising in non-linear programming. For instance, ads can be placed into VOD content based on pre-established profiles, such as 18-24 year old males with heavy music interests or 25-35 year old adults with interests in news. IBC floor demonstrations will show how easy it is to achieve these powerful results. Targeted placement demands premium rates as it specifically focuses on the advertiser’s ideal audience in a cost effective manner. This functionality also includes automated invoicing of non-linear advertising. CINDY© can operate as a standalone application or be integrated with other advertising systems and databases.

About ProConsultant Informatique

ProConsultant Informatique develops state-of-the-art business management software for media organizations. Our enterprise solutions offer straight-forward, intuitive workflows with a sophisticated infrastructure that provides maximum control and access to information and metadata for management, data exchange, distribution, analysis and reporting. A comprehensive understanding of the industry combined with forward-thinking technologies has allowed ProConsultant Informatique to evolve its products to successfully meet the changing needs of its customers. With more than a decade of experience, reliability and a proven track record in nearly 200 television and multimedia organizations worldwide, ProConsultant exemplifies excellence in innovation and performance. PCI maintains offices at our headquarters in Metz (Lorraine) France and in Atlanta, Georgia in the United States.

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