



## **ProConsultant and Masstech Join Forces**

*Integration of ProConsultant business management solutions with Masstech media lifecycle management framework provides instant access to digital archives*

**Metz, France – October 23, 2008** – ProConsultant Informatique, a forward-thinking developer of enterprise workflow applications for business management solutions, announced their development partnership with Masstech Group ([www.masstech.com](http://www.masstech.com)). The respective companies are working to integrate the ProConsultant Informatique business management solution Louise with the Masstech Group's archiving applications; providing a fluid workflow for media exchange between archives and the broadcast programming and business operations. ProConsultant Informatique solutions offer a flexible architecture that enables smooth integrations with archive manufacturers such as Masstech.

*"Masstech is well known for their expert handling of archives,"* comments Mr. Herve Obed, chief executive officer, ProConsultant Informatique. *"It is an ideal solution for integrating our business management solution with valuable archive assets, enabling lifecycle management of media beyond traditional linear settings to include content management and distribution across non-linear platforms which are supported by the Louise system".*

*"We are pleased to work with ProConsultant on open standards between our solutions,"* commented Iulian Ionita, product manager, Masstech Group. *"Masstech Group is committed to interoperability*

*with products such as Louise, that are part of the over all end-to-end broadcast workflow.”*

The flagship Louise system is the persistence “hub” of any broadcast operation, facilitating both linear and non-linear services across production and programming. The development with Masstech provides seamless exchange of information between Louise the Hub and Masstech’s archiving solution MassStore. Valuable metadata is maintained by Louise across all transactions. Media access is immediate and can be simultaneous for online, near-online and offline archiving. Every step of the broadcast process, Louise maintains full control of data genetic makeup and media repository.

### **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, media 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.

### **Masstech Group MassStore® Workflow Asset-based Management (WAM™) Suite**

The MassStore WAM Suite is the industries first and only end-to-end, fully integrated, enterprise-level workflow solution. WAM provides a platform for live and file-based ingest; content transformation; production and news integration; business continuity; content delivery/distribution and portal connectivity. The WAM Suite is configurable and allows for automated processes with media centric federated access for global multi-site operations. Native interoperability within broadcast infrastructure and exposed SOA services further allow for business

process and resource planning integration.

### **About Masstech Group**

Masstech is a global developer of media lifecycle management, workflow productivity enhancement, business continuity and compliance. MassStore™ WAM™ Suite of Workflow Asset Management products are used by our worldwide clients in broadcast, cable, production and satellite operations.

### **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 Informatique exemplifies excellence in innovation and performance. For more information, please visit [www.proconsultant.net](http://www.proconsultant.net)

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