FOR IMMEDIATE RELEASE

ProConsultant Informatique announces the integration of its Business Management Solution (BMS) LOUISE™ with the Woody Technologies Solutions

Jouy-Aux-Arches, France – September, 2016 - The BMS LOUISE definitely imposes itself as the backbone of content providers within the media industry. As a real « Information System », the solution is designed to implement and optimize business processes proper to each company, from content acquisition and rights management to distribution, in either a linear or digital multi-platform environment.

Extremely modular and robust, the BMS LOUISE provides a centralized and dynamic management of medias (source) as well as metadata (technical, operational and business) relating to the content, and offers a set of Modules and extremely rich and flexible capabilities, along a high-performance automated task manager.

LOUISE plays a key role within the Media Company's ecosystem, by ensuring the overall management of business processes. The solution has been designed to fully integrate all the business systems linked to its environment. This approach helps streamline and automate all business processes of the company, in order to optimize costs and increase productivity.

In this context, PCI wants to continue its approach to integrate its BMS LOUISE with other leading systems on the market by partnering with the Woody Technologies company.

« Our partnership with ProConsultant Informatique is part of our approach in providing open solutions. Thanks to Woody Web Services, LOUISE can control Woody Outgest to trigger media and metadata extraction from Avid Interplay | Production and delivery to playout servers or non-linear publishing environment. Woody Outgest handles all the steps from MXFOpAtom to MXF Op1a rewrapping, renaming operations and ftp delivery. Different workflows can be configured from one single user interface. This integration brings robustness, fluidity and efficiency in the customer's workflow» commented Nicolas GAUTRON, CEO of Woody Technologies.

This new integration shows the openness of our proven solution, strengthened by LOUISE's Business Workflow Manager, which supports and optimizes for many years content providers' operations.
We are confident that this partnership will promote the commercial development of our two companies, and the productivity of our customers, which remains our primary objective, "commented Hervé OBED, CEO of PCI.

With already more than thirty partners, PCI therefore extends the availability of its ecosystem to its customers and the market. LOUISE perfectly integrates many solutions or market technologies through Business API's, and this ecosystem continues to grow for the benefit of content providers.

The new Module will be showcased at IBC. PCI will assure the Woody Technologies integration within the LOUISE BMS.

About ProConsultant Informatique

ProConsultant Informatique, based in Jouy-aux-Arches, France, develops state-of-the-art management software for media organizations. The company's flagship business management software LOUISE and its advertising sales solution CINDY are enterprise offerings that streamline workflow processes with maximum control and access to information and metadata for management, data exchange, analysis, and reporting. With over 19 years of experience and a proven track record in nearly 340 television and multimedia organizations worldwide, ProConsultant Informatique exemplifies excellence in innovation and performance.

For more information, please visit www.proconsultant.net

About Woody Technologies

Woody Technologies imagines, designs and develops flexible software solutions, easy to use and integrate into the broadcast production workflows.
Definitely user-oriented, the range of Woody Technologies products covers ingest, transcoding, metadata processing, outgest needs and more.
Founded in 2013 and based in Paris, France, Woody Technologies provides solutions to major broadcasters in various countries : France, Germany, UK, Qatar, Spain...

For more information, please visit www.woody-technologies.com

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