



CEITON ENHANCES WEB WORKFLOW PPS

New version of ground-breaking Workflow management system unveiled at IBC 2007

IBC 2007, Stand 7.940B, Sept 7th, 2007 -- CEITON, a developer of workflow systems for the entertainment industry, today announced a range of enhanced features to its groundbreaking Web Workflow PPS Workflow management system for production scheduling and control that is being formally launched at IBC 2007. These include pre-defined workflows, which not only optimise internal processes, but also inter-company supply chains, enabling even more efficient and rapid production scheduling and control.

Web Workflow PPS is the first real workflow management system specifically designed for the broadcasting, motion picture, post production, and pre-mastering industries. Unlike off-the-shelf systems, this web-based tool can be easily implemented into, and configured for, any workflow – from a simple service procedure to the most complex production processes.

Web Workflow PPS features a unique and interactive 3D visualisation engine, which provides a dynamic overview of the workflow, and the status of every part of a process. Quotations, order production, scheduling, time and activity recording, contacts, QA, billing and content archiving of whole production chains are all unified into one powerful, but easy-to-use, system. Web Workflow PPS also prints the labels of managed assets, and connects easily to any other enterprise software or machine.

The new version of Web Workflow PPS goes a step further to focus on “supply chain management”, which brings customers and suppliers together into a unified business process. A new Enterprise Application Integration (EAI) module, allows Web Workflow PPS to connect easily with any other enterprise software or machines, either via web-based services, the exchange of files or any other required specification. In practice, users can deploy the system to integrate external partners into one process, and build a generic service-oriented architecture (SOA) that integrates and to simplifies their growing IT applications.

“Web Workflow PPS is the state-of-the-art way to control broadcast and post production processes – even across company borders,” said Tobias Soppa, managing director of CEITON. “It was a powerful system before, but this new module allows customers to build not only their own workflows, work order forms, reports and analysis, but also their own gateways to internal or external systems and machines. With this feature, information about production specifications, work orders and contents can be distributed automatically through the whole production chain, reducing manual work and ensuring quality in every single stage.”

German broadcaster Mitteldeutscher Rundfunk (MDR/ARD) is now using the EAI module to define numerous interfaces to its SAP enterprise software modules, using simple description files, enabling the most complex interfaces to be changed or improved within seconds.

Sony DADC in Austria is using the EAI module to define XML-messages automatically to integrate the RedBull Media asset management system into its production processes, hosted by the CEITON Workflow system.

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About CEITON:

CEITON Technologies GmbH was founded in 2000, and is a privately-owned software development and process consulting company based in Leipzig, Germany. Its products include: Web Workflow PPS, a management system for production scheduling and control, and WinLIKE, a Web window managing technology. CEITON supports high-tech customers around the world in a wide range of industries including entertainment, media, software development, telecommunications, research and defence.

For more information, please visit www.workflow.tv, mail at contact@ceiton.com or call +49 (341) 913 5830 or +1 (818) 588 3428.