



Workflow Solution Used for New Consumer Entertainment Venture

New customers of CEITON's new U.S. office are using the Workflow management system "Web Workflow PPS" in Los Angeles and New York for a unique production process. The system itself is hosted at CEITON's headquarters in Germany.

Las Vegas, Apr 3rd 2008, NAB Stand #SU11511 -- In February 2008, a joint venture of media companies decided to use the CEITON Workflow System to manage its unique post production and administrative processes. CEITON's workflow system is being used to integrate a complex production process between offices in Los Angeles and New York. The system is also used to handle supply chain management issues. LA based AIX Media Group is responsible for complex post production and Audio/Video processes delivered by major content providers.

As one of AIX Media Group's largest and most complex production challenges company President and CEO, Mark Waldrep PhD, investigated various media production systems and decided on the CEITON Web Workflow PPS solution.

According to Dr. Waldrep, "Our complex process, multiple locations, and the time sensitive nature of our production process meant we were looking for a tool to manage our complete supply chain. We knew we had to integrate all partners and suppliers into one single workflow. The web-based solution that CEITON offers was ideal for our requirements—it makes everything easy and transparent for everybody involved. As soon as my client initiates a particular process step, our production starts immediately. The system is easy to use and to customize—we set up the entire process in just two weeks. The staff at CEITON were extremely helpful throughout the entire implementation process."

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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 and Burbank, USA. 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 defense.

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