



## **CEITON Launches Workflow Management System in the U.S.**

*Along with opening an office in Burbank, Los Angeles, CEITON launches the 3D web-based Workflow management system for the entertainment industry in the United States of America at NAB 2008. In Germany, new customers RBB and WDR decide to use CEITON to optimize their broadcast processes.*

**Las Vegas, Apr 3rd 2008, NAB Stand #SU11511** -- CEITON, a developer of Workflow management systems for the entertainment industry, launches Web Workflow PPS – an advanced, web-based, generic management system for production scheduling and control. Providing a unique interactive 3D-visualization of any process, the system can be customized for any workflow to streamline entire business processes, boost operational efficiencies and leverage profitability. With successful installations in Germany and Austria – at broadcaster MDR and at post-production studios like Sony DADC – CEITON is now rolling out Web Workflow PPS in the U.S. at NAB.

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 visualization 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 yet easy-to-use system. Web Workflow PPS also prints the labels of managed assets and connects easily to any other enterprise software or machine.

*“Our approach to workflow is inspired by Japanese principles of workplace management to increase efficiency. Or to quote Henry Ford... ‘Good work requires good tools in a good organized environment’.”* said Tobias Soppa, managing director of CEITON. *“Web Workflow PPS is the easiest way to build, visualize, plan, control, manage, bill, and optimize any media production process today and tomorrow.”*

Soppa added, *“The media and entertainment industries are facing a paradigm shift: Everything is becoming digital, with production and accounting for the diverse delivery platforms (HD-TV, DVD/UMD/Blu-ray, IPTV, VoD, mobiles, radio) becoming more complex. Web Workflow PPS allows users to design their own specific operational tasks, automates administration, and frees up more time for personnel to get on with their jobs.”*

Early customers to have streamlined their production processes with CEITON's Web Workflow PPS include German broadcaster Mitteldeutscher Rundfunk (MDR) and SONY DADC, which produces DVD, Playstation UMDs, and Blu-ray discs worldwide.

This year new customers, like German broadcasters Rundfunk Berlin-Brandenburg (RBB) and Westdeutscher Rundfunk (WDR), will deploy CEITON's Web Workflow PPS in order to optimize their productions. WDR is the second largest broadcaster in Europe and belongs to Germany's public television network ARD, the largest broadcasting group in Europe. The system will be used by all departments involved in the station's television and radio ordering, scheduling and settlement processes.

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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 defence.

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