



## **Warner Bros. Orders New Version 4 of the CEITON Workflow System**

*Three studios in the U.S. and three broadcasters in Germany have already decided to order Version 4 of CEITON's unique 3D, web-based business process management and resource scheduling system 'Web Workflow PPS'. Version 4 was released in the U.S. at NAB and is now also officially released in Europe at ibc.*

**Amsterdam, ibc Stand #3.A60, Sept 11, 2009** – The new Version 4 comes with a variety of new features like massively improved scheduling functions, Oracle database support, a new lighter and faster skin, a new reporting engine, wholly new modules and much more. After four years of development in the heart of Germany almost every aspect of the system has been improved, resulting in dramatic saving opportunities for production and service companies. That's why the following clients have already decided to order Version 4—either to introduce the system to their enterprise or to upgrade from a previous version.

### **Studios**

Warner Bros. Technical Operations, Los Angeles/USA

Tech Ops wanted to support and optimize a production process involving employees, suppliers and software systems in a matter of just a few weeks. Therefore they decided to go with the brand new workflow engine from CEITON.

Sony DADC, Los Angeles/USA

SDADC, having already used the Workflow management system from CEITON in Europe for a number of years, will now also use it in the U.S. for BD-Live authoring and Playstation Network content production. The new functionalities make working across continents especially convenient and more efficient.

Yoostar Entertainment Group, New York/USA

Yoostar is a totally new entertainment venture—a bit like karaoke, but for iconic movie scenes. Since CEITON software already controls the production process of supplier AIX Media Group, it will now be rolled out on an even larger scale for Yoostar.

### **Broadcasters**

Mitteldeutscher Rundfunk, Leipzig/Germany

MDR (Central German Broadcasting/ARD) has been using Version 3 of the system for a number of years now and is now upgrading to Version 4 to take advantage of the new features.

Rundfunk Berlin-Brandenburg, Berlin/Germany

Version 4 will be rolled out in Berlin and Potsdam before the end of the year to bring RBB state-of-the-art production control and accounting.

Westdeutscher Rundfunk, Cologne/Germany

WDR, Europe's second largest European broadcaster, is presently rolling out Version 4 in all 11 of its regional studios and is working on introducing it to broadcast headquarters.

Many other requests from customers have already been received. Despite the worldwide economic downturn, CEITON will book record revenues this year and is very confident looking forward to 2010. As CEO Tobias Soppa explains, *"Our turnkey optimization solutions will be especially helpful when firms are thinking about increasing efficiency to retain a competitive advantage in times of falling prices."*

– ENDS –

**About CEITON:**

CEITON technologies Inc. is a fast-growing technology services provider to media and entertainment companies and other complex industries globally, supporting and optimizing their production planning and controlling processes. Founded in Leipzig, Germany in 2000, the company also has offices in California since 2007. CEITON's Workflow system is the best-selling process management and resource scheduling solution in its class.

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 58 330 or +1 (818) 827 7113.