



## **CEITON Workflow System Integrates with High-performance File Transfer Tools from Aspera**

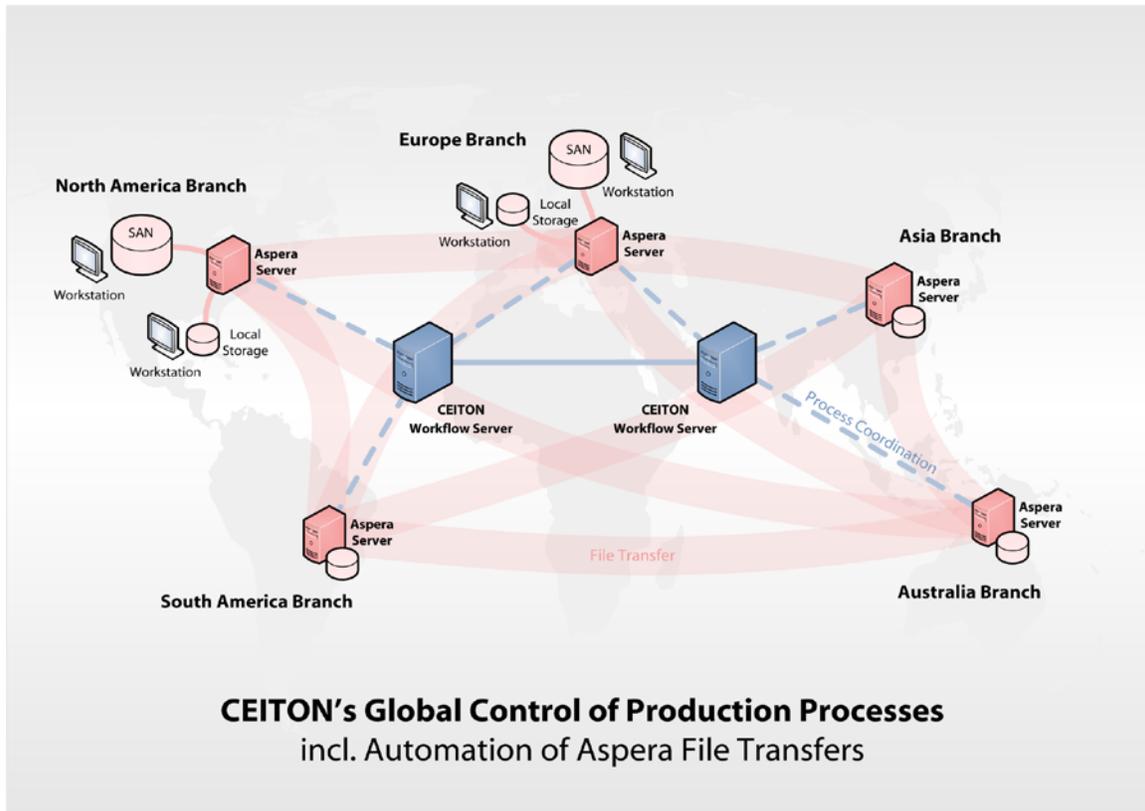
*Aspera Technology Integration Further Eliminates Manual Processes and Speeds File-based Production Workflows Driven by CEITON-Workflows.*

**Las Vegas, NAB Show, Apr 20, 2009** – CEITON Technologies and Aspera today announced the integration of Aspera transfer capabilities to CEITON-Workflows. The quick, secure and efficient movement of large files – often at global distances within an enterprise, or between multiple suppliers, partners and clients – is a core requirement of today’s distributed media production workflows. Aspera’s *fasp*<sup>™</sup> technology delivers maximum transfer speed, regardless of file size, transfer distance and network conditions, while providing users with unprecedented control over their network bandwidth. Building upon Aspera’s open architecture SDK, CEITON has designed two interfaces that integrate Aspera transfers into CEITON-Workflows.

The first, simple interface allows operators to initiate Aspera transfers from a web browser as part of a human-driven workflow. When it comes to service orchestration workflows where multiple steps in a given process are automatically executed independently from human intervention (example: Ingest → Transfer → Quality Check → Transcode → Quality Check → Transfer → Authoring → Transfer → Reporting + Billing), a second interface built upon Aspera’s Web Services (SOAP) allows Aspera high-speed transfers to be fully automated as any other process step in the workflow. Once a step has been completed successfully, the Workflow System activates the next software or hardware step and runs through static, as well as very dynamic and complex workflows such as Blu-ray disc authoring.

A common client of Aspera and CEITON is SONY DADC, for example, where extensive production processes involving multiple companies in different countries are controlled, supported, and monitored via Workflows. The management of file transfers in such processes is just one step out of hundreds, which are executed and coordinated centrally by the CEITON Workflow-Engine in mass. Resource scheduling and billing are also components of this Workflow platform.

The Aspera interfaces were designed in XML, supported by the EAI-Module (Enterprise Application Integration) of the CEITON Workflow-Platform, allowing users to flexibly define these interfaces, eliminating the costly and error-prone development of the past. This is a testament to the ease of integration of additional systems and applications into CEITON Workflows, and exemplifies how the integration of entire and efficient processes is the main objective of a true Workflow-Management-System.



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**About Aspera** (NAB2009 booth SL#9724)

Aspera is the creator of next-generation transport technologies that move the world's digital assets at maximum speed regardless of file size, transfer distance and network conditions. Based on its patent-pending fasp™ protocol, only Aspera software fully utilizes existing infrastructures to deliver the fastest, most predictable file transfer experience. Aspera's core technology delivers unprecedented control over bandwidth, complete security and uncompromising reliability. Hundreds of organizations across a variety of industries rely on Aspera for the business-critical transport of their digital assets. Aspera empowers individuals and corporations to dramatically increase productivity, minimize operational costs, expand revenues and explore new business models.

Visit [www.asperasoft.com](http://www.asperasoft.com) for more information.

**About CEITON** (NAB2009 booth SU#13304)

CEITON Technologies is a fast-growing technology services provider for the media-industry and other companies globally. Founded in Leipzig, Germany in 2000, the company now has offices in Germany and California. CEITON's Workflow System is the best-selling media solution in its class in Germany. Software from CEITON is based on the principle that, by abstracting from individual solutions, web- and process-based flexibility repeatedly creates new benefits in changing M&E environments.

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.