

AETN International Installs CEITON's 3D Workflow System For Efficient Content Production and Distribution Management

CEITON technologies, a leading developer of web-based technologies and workflow management solutions, today announced that AETN International has installed the company's Web Workflow PPS system across AETN International's distribution businesses. The CEITON system enables greater efficiencies in assigning, executing, and monitoring workflow for AETN International, as they service their international channel and content sales clients.

New York and Leipzig, Jun 14, 2010 – AETN International has implemented CEITON's Web Workflow PPS version 4 to manage two core workflows: content fulfillment and shipping/delivery. The CEITON workflow engine integrates with AETN's international database and the AETN asset library system, creating a single system to process and track orders from the time that they are placed to the moment that they are received by clients.

"Since the CEITON system has been integrated, we have eliminated multiple e-mails with attached dub orders, streamlined the process of distributing orders to vendors and have sped up the process of distributing our programs to clients." said Rosanne Zoccoli, director of production and affiliate services for AETN International.

CEITON's implementation process involves developing a system functional specification which covers the business workflows design, work order form design, report design and system integration/interface design. The process was led by Lauran Epstein, director applications support at AETN, coordinating the input of the end-users who describe their business processes as well as managing the internal IT set-up.

Said Michael Katz, vice president, programming and production for AETN International: *"The CEITON system has enabled us to build cross-department workflows that support our business processes and reinforce our leading position in the global content business."*

"We have adopted the best philosophies in modern production planning, and have created a standardized system that improves workplace efficiency, which – in an ever-expanding digital media universe – is critical," said Tobias Soppa, CEO and founder of CEITON technologies. *"We are pleased to work with AETN International in such an open, collaborative fashion, and view this installation of our Web Workflow PPS system as another representative case for how broadcasters and content owners can migrate to a higher level of efficiency in their overall daily operations. The possibilities are endless."*

Based on this success AETN International has already identified the next business processes they will implement as CEITON workflows.

About AETN International

A division of A&E Television Networks, AETN International markets the quality programming and proven success of HISTORY™, A&E®, Lifetime, BIO™, Crime & Investigation Network™, Military History™, HISTORY HD™, BIO HD™, and Crime & Investigation Network HD™ overseas. Through innovative local partnerships and affiliates, AETN International has expanded the presence of AETN channels and branded blocks around the world. In addition to licensing AETN channels, AETN International handles content sales, format sales and broadband and mobile licensing of content from the A&E and HISTORY catalogues to international broadcasters. AETN channels and programs are now available in more than 150 countries to over 215 million TV households. AETN International has offices in New York, London and Singapore. The AETN International website is located at www.AETNinternational.com.

About CEITON technologies

CEITON technologies is a leading developer of web-based 3D workflow management systems used for production planning and control in modern, process-oriented companies. The company's systems improve the flow and structure of production processes, enabling its clients to produce more rapidly and economically with improved quality, and react dynamically to overall changes. CEITON's Web Workflow PPS system maps simple service procedures, as well as complex and dynamic production processes using an interactive 3D visualization engine. Clients include Warner Bros. Tech Ops, Sony DADC, Red Bull Media House, ARD (First German Television Networks MDR, WDR and RBB), AT&T, Raytheon and General Dynamics. The company, founded in 2000, is headquartered in Leipzig, Germany, and its U.S. headquarters is in Burbank, California.

For more information, please visit www.workflow.tv, mail at contact@ceiton.com or call +49 (341) 913 58 330 or +1 (818) 8277 113.