

Press Release

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ProSiebenSat.1 successfully migrates to Blue Order's Media Archive 3.1

Kaiserslautern – August 30, 2007 – Blue Order, known as a leading global provider of Enterprise Media Asset Management (MAM) solutions for audiovisual content, is deploying solutions in media and entertainment applications since 1995. Blue Order's MAM solutions Media Archive provide efficient access to audiovisual content quick and easy, streamline and automate workflows and enable content owners to reuse, repurpose and resell their content more effectively, turning mere content into true assets.

As one of Blue Order's first customers, ProSiebenSat.1 Produktion, technology competence center and a wholly owned subsidiary of Germany's largest private TV company, the ProSiebenSat.1 Media AG, has deployed its first Media Archive installation in the year 1999. This system has been the cornerstone for the company's conversion from a videotape based facility to digital archiving and file-based production, bringing along more efficiency and cost savings through efficient preview, ingest, logging and retrieval processes. ProSiebenSat.1. has now taken its system to the next level by migrating to Media Archive version 3.1.

Media Archive's unique Microsoft .NET based, fully workflow driven, service-oriented architecture for MAM makes all functions available as web services accessible through SOAP interfaces and facilitates easy integration with other systems and services. This approach tremendously simplifies the configuration of seamless cross-system workflows and inherently provides scalability and resilience. For ProSiebenSat.1, this flexibility has been the key to implement and manage complete file-based end-to-end workflows by fully integrating

- Reuters World News Express (WNE),
- Quantel SQServer,
- Harris/Leitch Nexio,
- ProSiebenSat.1's bespoke newsroom system,
- Rhozet Carbon for transcoding of high resolution target formats and proxies, and

- SGI/DMS for the long-term archiving of high-res material.

As part of the transition, the system has been migrated to Microsoft's SQLServer 2005 as core MAM database.

ProSiebenSat.1 uses Media Archive in News production. The system manages ingest and logging of news feeds, delivered both via satellite and as files. Incoming content is immediately made available in the Newsroom system. Media Archive's media management capabilities are used to manage file transfers for delivery to various systems such as production systems, including transcoding where required. Last but not least, the system provides long term digital archiving of file based content.

"Efficiency is very important to us and we knew - to take our content management system to the next level - we'd need to upgrade to Media Archive 3.1," said Sophie Lersch, Head of Broadcasting Services at ProSiebenSat.1 Produktion. "Blue Order added so much more functionality to the new version and built therefore the basis for new workflows within our DokuCenter unit. We've worked hand-in-hand with Blue Order on the successful integration in our infrastructure."

About Blue Order

Blue Order is a global provider of turnkey Media Asset Management (MAM) solutions. Media and entertainment companies, corporations and public institutions use Blue Order products to collect, index, catalog, retrieve and distribute audio-visual and multi-format content. The Blue Order 'Media Archive[®]' product suite provides a comprehensive MAM framework to support new digital content services, optimize workflows and increase efficiencies along the content value chain.

Blue Order is headquartered in Germany. The company has been deploying its products since 1995 for a broad range of customer applications, with a special emphasis on broadcast, library and media production applications. Blue Order has well-established worldwide partnerships with technology providers and system integrators to ensure industry-specific solutions and professional services.

References encompass many well known companies, including Al Jazeera, Bayerischer Rundfunk, TNS, NBC Olympics, NOB, NRK, ProSiebenSat.1 Produktion, YLE and ZDF.

For more information visit www.blue-order.com.