

PRESS RELEASE

Conciety demonstrates editorial Collaboration in the Cloud

Erkrath/Las Vegas, 11. April 2011: At the 2011 NAB Show, Conciety demonstrates for the first time IQon MSF, the Media Solution Framework for Editorial Collaboration as a Cloud-based solution. IQon MSF is a web-based application for broadcasters and publishers that allows topic planning, resource management, the collection and contribution of content, as well as the integration of existing applications, improving the editorial communication and collaboration.

“IQon MSF in the Cloud permits every medium sized company to recreate their workflow as an end to end solution, without having to invest in their own IT infrastructure. Based on Office 365, IQon MSF offers an Editorial Collaboration environment that is maintenance free, highly scalable and secure,” prompted Eckhard Klockhaus, Chairman of Conciety AG.

IQon MSF provides broadcasters and publisher with

- the reproduction and optimization of the complete editorial and production workflow processes;
- improved communications not only within separate offices and within departments, but cross-departmental and inter-office as well;
- a topic centric workflow instead of output centric so as to achieve authentic cross-channel-publishing;
- efficient planning, allocation and usage of resources;
- integration of current standalone applications within a portal;
- the ability to research in structured and unstructured data sources;
- direct access to digital assets as well as using them for different output channels;
- precisely define the different roles and rights of the internal and external workers.

“More medium sized companies are developing their own Cloud strategy. With IQon MSF, Conciety proves one more time that it understands the requirements of broadcasters and publishers and, in conjunction with the availability of Office 365, provides an integrated solution for Editorial Collaboration,” explained said Rainer A. Kellerhals, global media and entertainment lead, Communications Sector, Microsoft Corp.

Booth: South Hall SL 3812

Conciety AG

As a Microsoft Gold Certified Partner and Global ISV, Conciety has extensive knowledge of the Microsoft Cloud Platform and many years of experience in advanced solution development. This enables Conciety to create innovative, groundbreaking solutions, taking advantage of the latest Microsoft technology. The solutions reproduce the typical business processes of the media industry, ranging from portals, the integration of existing media applications into a total solution, to editorial management that optimizes the planning and deployment of resources.

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