

P R E S S R E L E A S E

Conciety Presents IQon MSF, the Media Solution Framework for Broadcasters and Production Companies

Erkrath/Amsterdam, September 10, 2010: At IBC 2010, Conciety will introduce the Media Solution Framework IQon MSF to an expert audience for the first time. IQon MSF connects content, distribution and marketing. It integrates single systems into an overall solution and thus enables process automation and optimization.

“IQon MSF closes the gap between efficient but isolated systems that are used by media companies. The end-to-end solution empowers our customers to create a continuous workflow out of separate sequences of operations,” says Eckhard Klockhaus, CEO, Conciety AG.

IQon MSF provides broadcasters, publishers, news agencies and corporate publishing divisions of enterprise accounts with a platform that

- optimizes communication and collaboration workflows to enable end-to-end content production, post production and delivery
- integrates existing platforms, such as ECM systems and newsroom applications
- enables highly scalable portal solutions – in the cloud and on premise
- enables cross channel publishing with team-oriented features
- supports device independent web interfaces and mobile apps for anywhere, anytime availability
- scales from single features to a complete portal, from content and workflow management to web 2.0 features

“Media and entertainment companies are continuously looking for ways to connect disparate systems to improve automation and optimization and companies such as Conciety are critical in helping them do so,” said Gabriele Di Piazza, managing director for the Media & Entertainment business in the Communications Sector at Microsoft. “Since it is based on Microsoft Office 2010, IQon Media Solution Framework gives media and entertainment companies a familiar experience while providing one truly end-to-end solution.”

Use Cases

Editorial collaboration for journalists and news agencies: IQon MSF for Editorial Collaboration is designed to support topic planning, event calendaring and coverage planning, resource allocation, content gathering and sharing, as well as output planning in news production for publishing, and online news services. The solution framework, which is based on Microsoft Office 2010, comes with web services-based interfaces for integration with digital asset management, newsroom, and web content management systems. IQon MSF interoperates with Microsoft unified communications and Microsoft Office Mobile, making editorial communication and team collaboration more effective, enabling mobile users to stay in touch with the editorial office while on the road.

Format management for broadcasters and production companies: The IQon Media Solution Framework for Format Management is a web based information management, workflow and collaboration system for broadcasters, publishers and production companies. It supports the process chains for format creation, management and tracking. The central database and the use of integrated workflows provide a universal solution for production, finance and licensing. It combines data management, approval processes and archive storage.

Editorial management for publishers: The implementation of IQon MSF for editors and publishers integrates project management features from content idea to creation, layout and approval with the market leading applications for editing, layout and publishing. Thru Conciety's strong alliances with Quark and Markstein, IQon MSF enriches productivity solutions with teamwork and collaboration features.

Booth info: Microsoft Topaz Lounge next to hall 3

About Conciety AG

Conciety AG, based in Germany and established in 2004, is a Microsoft Gold Certified Partner, global ISV for Microsoft and one of the leading developers of Microsoft SharePoint and Windows Phone solutions for the media industry. Conciety has deep expertise in the Microsoft software plus services platform and many years of experience in advanced solution development. This enables Conciety to create innovative, groundbreaking solutions, leveraging the latest Microsoft technology and the company's thorough understanding of business processes in the media industry.

Press contact Conciety AG:

Cordula Lochmann

Phone +49 (0)211 5066820-33

Mail cordulalo@conciety.de