



MANTRICS Workflow Manager makes its debut at IBC 2009

FOR IMMEDIATE RELEASE

MANTRICS, the innovative Workflow Manager for the tapeless production system in use in the broadcast and professional video industries, is making its world debut at IBC 2009. The Workflow Manager offers many of the advanced features demanded by Media Industry professionals deeply involved in the networked tapeless environment. IBC2009 will be held at the RAI Centre in Amsterdam, September 11-15.

MANTRICS products and solutions can be seen at Booth 8.B93.

Rome, Italy – 1st August 2009 – The experienced software development team of MANTRICS is proud to bring in Amsterdam for its public debut at the IBC 2009, the industry's first ever, and highly anticipated, *Workflow Manager*.

MANTRICS Workflow Manager rationalizes and automates the Media production processes. Thanks to the Workflow Manager, users can freely design their own multiple specific content production workflows, understanding lacks and potentials of them, recovering inefficiencies and increasing production, when it is possible. MANTRICS Workflow Manager is based on a Service Oriented Architecture (SOA) that allows it to glue together and make interoperable chunks of functionality to form *ad hoc* applications that are built from existing software services. Thanks to MANTRICS, every process' stage will benefit from an efficient coordination and use of human resources, software applications and hardware devices.

MANTRICS Workflow Manager make your life easier controlling a large variety of *bricks* (software operators) that are in charge of performing automatic processes and supporting the interoperability among different applications running on any node of the LAN.

MANTRICS workflow manager orchestrates shared simultaneous production processes;

MANTRICS workflow manager gives you the ability to ingest the contents of your tapeless system, from any source and in any format;

MANTRICS workflow manager is a media-file catalog and provides powerful tools to ease the meta-dating process;

MANTRICS workflow manager is a Video and Audio Editor;

MANTRICS workflow manager gives you the ability to convert from any format to any other format • (up/down conversion, aspect ratio, cross, standard);

MANTRICS workflow manager lets you distribute audio and video, faster and reliably.

MANTRICS's solutions for content preparation and delivery can be integrated with the existing broadcast and IT video infrastructure, providing operators with a cost-effective and scalable architecture for managing.

MANTRICS is sold in a variety of configurations and may be a suitable solution for the small, ambitious company, which is willing to be competitive, as well for the large enterprise which own large delocalized infrastructure.

About MANTRICS S.R.L.

MANTRICS designs solutions suitable for large corporations as well as for small agile and dynamic companies. The experience and the skills of its development team, active in this market from more than 20 years, translate into a software infrastructure capable of large potential for future developments. Thanks to the competence of its team, today MANTRICS represents the ideal partner to face the industrial and technological challenges of the coming years.

For additional information about MANTRICS, visit www.mantrics.com.

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