

Movico Technologies India Announces India's First Digital Asset Management/Production Management System for Television and Film Producers

A sophisticated, tightly integrated multi-purpose video production, storage and broadcast management system

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Movico Technologies Private Limited, an innovative technology startup in the video software products domain, focused on helping video content producers enter the digital age and extract the maximum value on their existing inventories/libraries and collections, today announced India's first Digital Asset Management/Production Management System for Television and Film Producers.

The Movico System, codenamed MediaBaron is designed to meet the needs of the ever increasing number of content producers and television channels. It integrates all the elements of production and provides a single-point control over the entire process. MediaBaron consists of several modules for various stages of production, with information of each stage available to the others on a single, consistent user-interface.

'Content owners are not being able to monetize their valuable assets effectively primarily due to the challenges with asset management and content discoverability', said Mr. Arvind Jha, Director & Co-Founder Movico Technologies. 'Movico is investing more than \$1 million to create a sophisticated, tightly integrated, multi-purpose video production, storage and broadcast management system capable of handling enterprise class loads', he added.

Mr. S. N. Rai, Director & Co-Founder added, 'MediaBaron allows unmanaged video assets to be utilized for re-purposing or leveraging for the new media and new audiences constantly emerging in the world today. MediaBaron is designed to alleviate the cost burden faced by the Industry and requires low investment as it is hardware independent'.

Speaking on the Industry challenges, Ms. V.N. Saroja, Director and Co-Founder, said, 'The business of digital video management is currently pegged at \$70 million and is estimated to grow to \$300 million by 2013. The industry is currently challenged with high-cost hardware based solutions that require investment in hundreds of thousands of dollars -- Which is why, most producers end up putting off the purchase of a good digital asset management solution that can track and maximize the potential of their video assets. The result is unpredictable cost loads and erratic production schedules which plague the Industry today.'

MediaBaron family of products and solutions suit all kinds of producers and distributors of content.

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MOVICO TECHNOLOGIES PRIVATE LIMITED

About Movico-- Movico Technologies is a technology startup in the video software products domain, focusing on integrating PC, Mobile and internet technologies, to bring next generation video software solutions for Mobile VAS, TV/Film/Video production and internet based video applications.

Movico will bring to customers new software products in the video space that integrate the advances in technology to address the unmet information management and entertainment needs of people.

Movico will constantly challenge established and conventional ways of providing content to consumers, and will pioneer new ideas and technologies that can place video content anywhere, at any time.

Business Model Movico products, like all software platforms, will be available licensed-to-use for anyone involved in video content aggregation, distribution, redistribution, as well as to anyone seeking innovative and interactive video platforms and collaborative tools.

For companies developing their own video-based products, Movico offers product R&D services, on a revenue-share and IP-share basis.

Our Products Movico has a range of ready and under development products including MediaBaron (A Digital Asset Management and Production Workflow System for TV and film producers), Mobile VAS Solutions for content owners, and Internet based video collaboration solutions.

Our Services Movico offers Media Process Outsourcing, including content digitization, content management and content distribution.

Our Strengths Movico is one of the first Indian companies to build solutions for the media and entertainment industry. Our strength lies in our vision for the future of information and entertainment distribution, and our in-depth understanding of the ground realities at work every day.

Our team is highly qualified and experienced in technology, media production, as well as marketplace dynamics - all of which are necessary ingredients in building a successful new media technology business.

Movico Founders Arvind Jha has over 21 years of software product development and business experience, in senior management roles with leading global software companies including Adobe India.

Shailendra Nath Rai is a professional with over 24 years of varied business experience having worked in large companies like LG Electronics and Xerox. He is also considered a visionary in supply-chain management.

VN Saroja has more than 18 years experience in senior management roles across various enterprises, which include Naukri.com where she was a co-founder.

For more information, Please contact:

Lakshmi Kanchan

Owner - Credocomm Corporate Communications

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You can also visit www.movicotech.com for more information.