

A better way to build workflows

MOOVIT
Broadcast IT Solutions

Who are we?

- Experts for workflow automation, integration, Adobe project management



- Founded 2012
- HQ in Cologne/ Germany
- 50+ Employees

- 10+ standardized software tools, especially for Adobe workflows
- 100+ clients around the world running MoovIT software
- Helping user to convert from Final Cut & Avid MC to Adobe Premiere
- Providing workflow consultancy & customized software

 helmut.cloud

 Helmut4

 VULCANO

 TITLETOOL

Interview tool

 Roxy Proxy

 RevApp

Customized Panels

Collaboration with Adobe

- Global trend to use Adobe Premiere for Sports, News, Social Media and Post Production
- Use of Adobe Premiere in Enterprise Media Production requires:



Adobe Project & User
Management



Integration & Orchestration
with 3rd party Systems



Automation of workflows

- That's the MoovIT part of the collaboration
- 12Y Partnership in product development with Adobe (gold partner)

We have the solution!

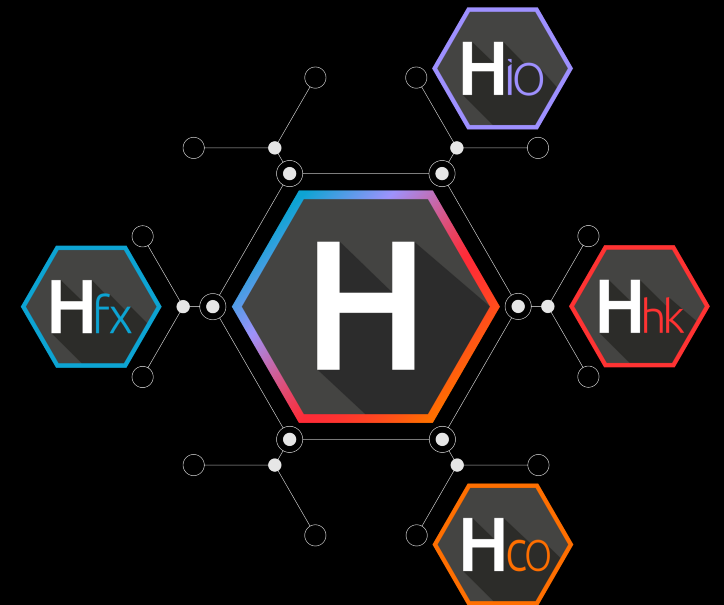
HELMUT - The Universal Workflow Engine

- Integrated Workflow Engine adapts the logic of your workflow
- Manages Adobe Projects and defines user profiles
- Automates all routine processes
- Integrates & orchestrates all types of 3rd party systems (API or Webhook)



(Launched NAB 2024)

Helmut 4



Some of our >100 Clients

Using HELMUT for News, Sport, Social Media & Post Workflows



OBS



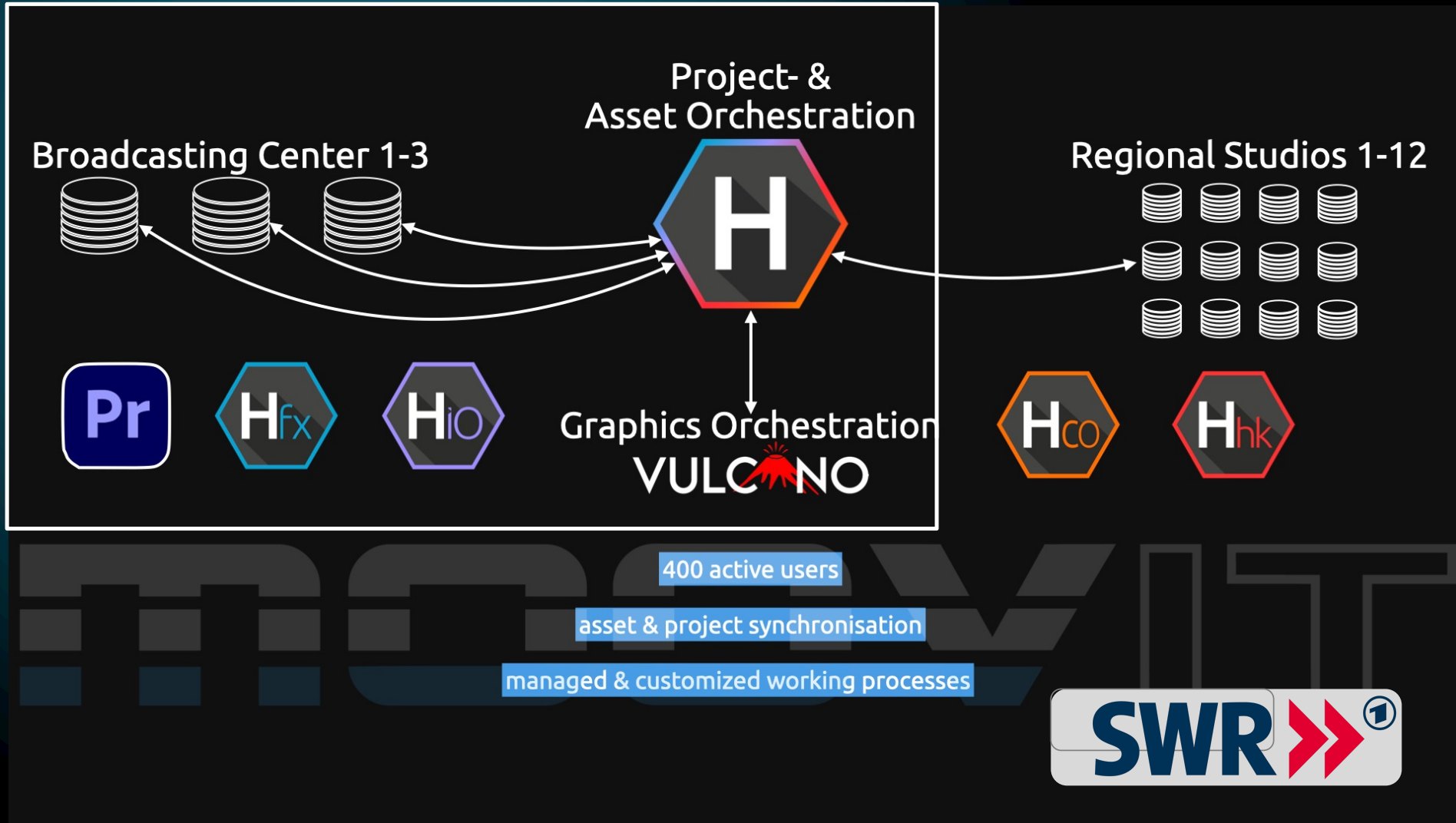
FIFA®



FILMS



Reference: SWR (ARD South-West Rundfunk)

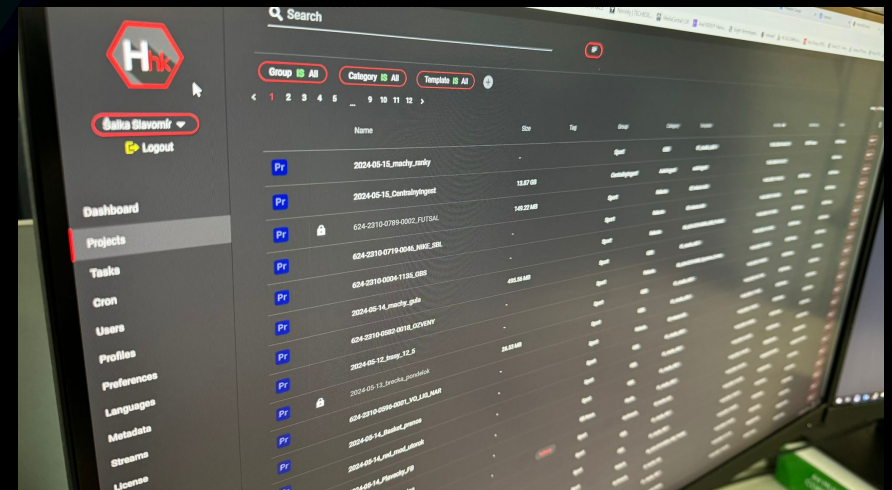


Reference: RTVS

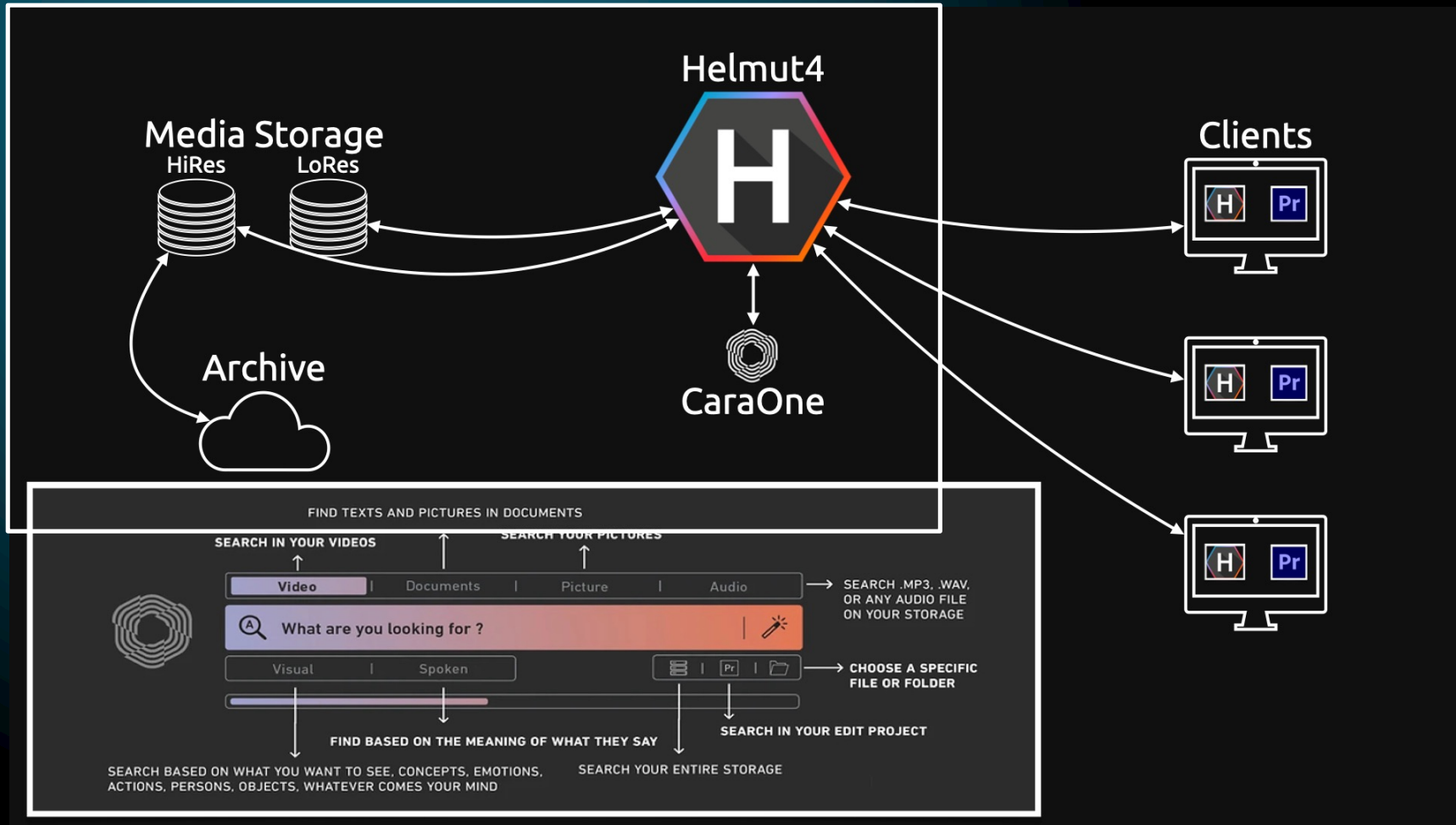


- Used for News, Sport & Culture
- Workflow automation & project management (Ingest, Adobe Editing, Storage)
- Individual workflow designed by RTVS staff using HELMUT4 workflow engine
- CENTRON SK System Integration, Consultancy
- Testing 2021, operation since 2022
- 50 Licenses

“HELMUT4 helps us to maintain the management of ingest, storage and uniform rendering projects in the correct format even for users who do not have sufficient technical knowledge. Simple User Interface of HELMUT allows us to design and modify workflow automation by ourself.”



AI & Cloud Integration



Further HELMUT Reference Examples

Broadcaster



Automated production incl. Social Media at ORF



Automated News & Live production with Adobe, Editshare Storage, Octopus News
multiple video formats to multiple distribution channels

Large Sport Events



Cloud based content production for Eurosport



New remote workflow for the Post Production of Soccer EURO2020 an EURO 2024



Post production System for Olympic Games 2024 with Olympic Broadcasting Center
(OBS) together with EVS and Adobe, Avid iNews

Thank you very much!

We're looking forward to talk to you

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Our Products

Designed for use with Adobe CC



Software solution for the efficient management of editing projects, also as an integrator of any third-party systems.



Web interface for accessing motion graphics templates, for autom. creation and provision of graphics.



Web-based platform for automated regionalization and personalization of videos

Interview tool

Record an interview with just 3 clicks on your smartphone

Our Panels for Adobe

Roxy Proxy

Roxy automatically converts high-res files imported into Adobe Premiere Pro into proxy files.

RevApp

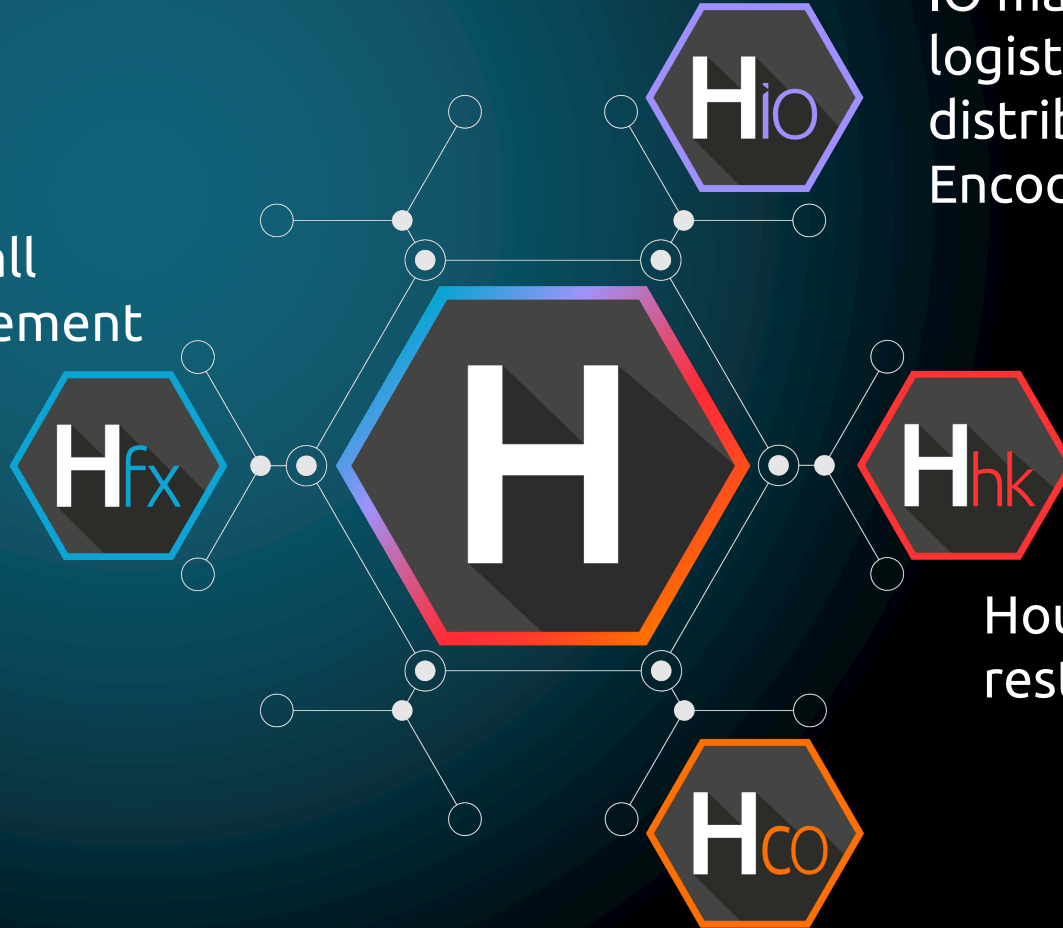
Review and approval tool that works standalone, but especially in conjunction with Helmut4.

Customized Panels

MoovIT regularly develops its own project-based panels, e.g. to close gaps in the customer's workflows.

Helmut4 Components

Helmut FX centralizes all project and user management tasks

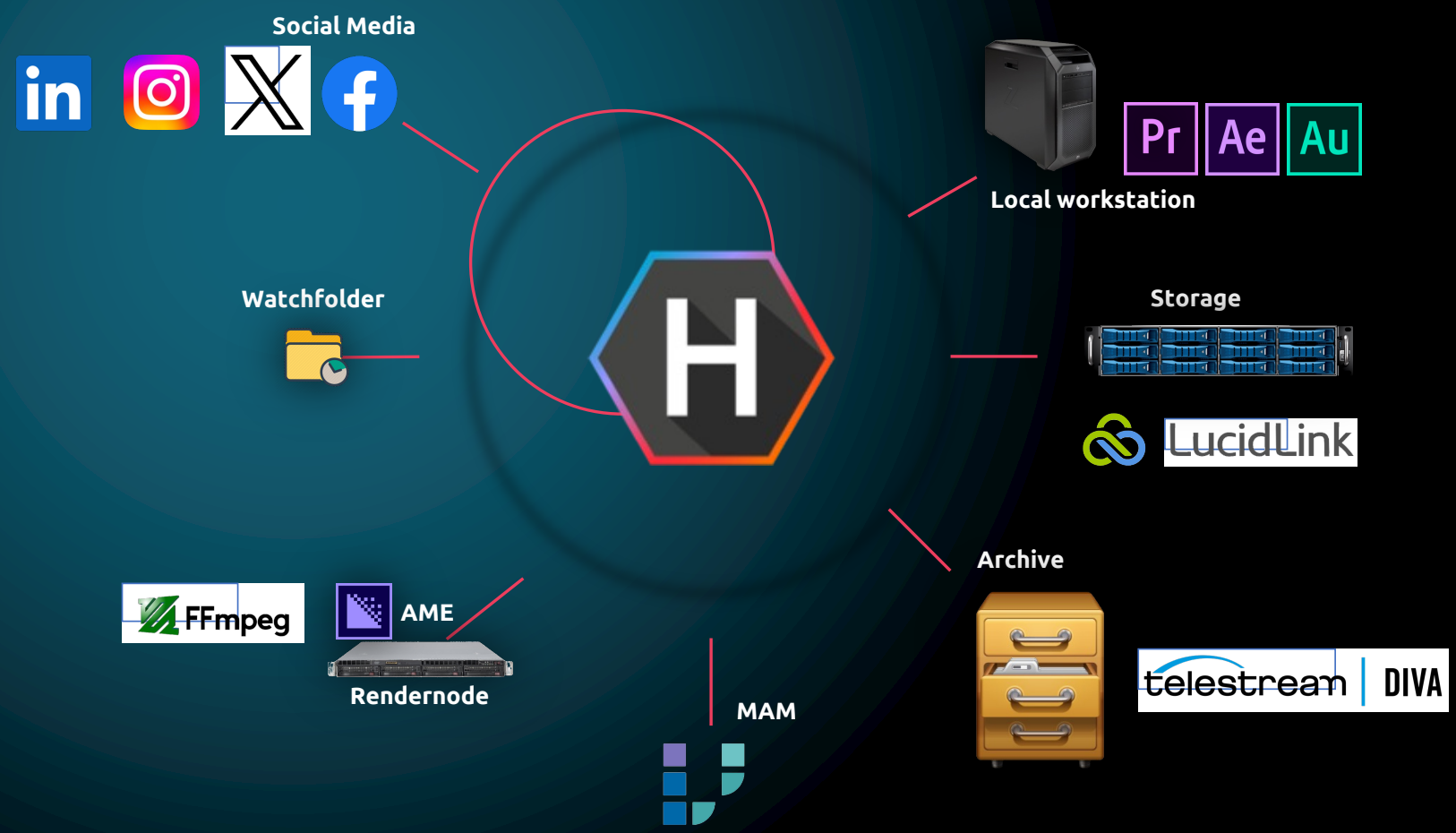


Hio manages all the import and export logistics using a distributed headless Adobe Media Encoder render-farm

Hhk HouseKeeper to park, archive, restore or delete projects files

Hco Cosmo as the Interplay for Premiere Pro

Helmut in the middle



Open and fully customizable project and media orchestrator

Our Competences

moovIT provides full service wherever Media meets IT...

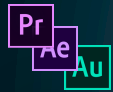
Software Provider

- Our own product portfolio
- Customer specific solutions
- Software integration
- Automation
- Open Source development
- AI integration
- Cloud Solutions

Service Provider

- System Integration
- Workflow Consultancy
- Concepts for Post Production
- Support for Video & IT
- Cloud hosting
- Storage planning

What is Helmut FX?



Manages Projectfiles



Manages Project Preferences



Manages User Profiles



Creates Folder Structures



Manages Volumes



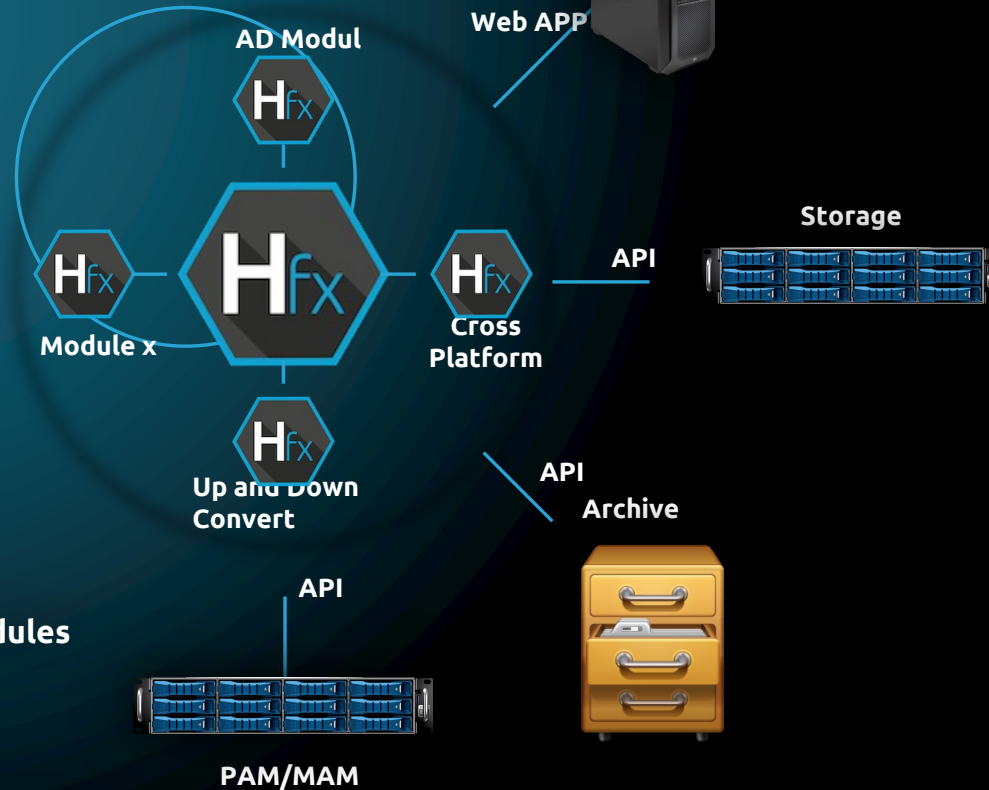
Creates Projects in 3rd Party tools



Deletes Projects from 3rd party tools



Can be extended thru Streams and Modules



Project Management for Adobe

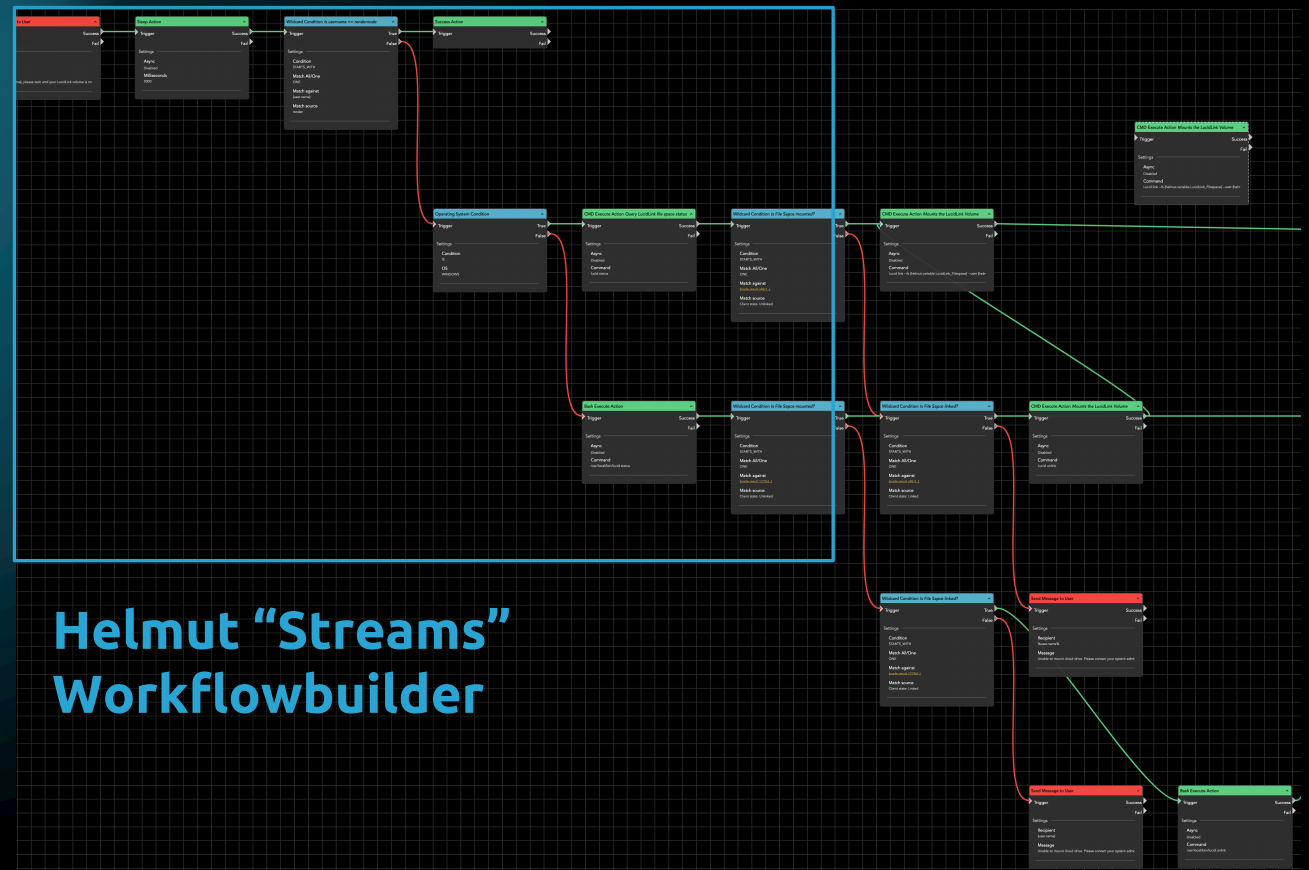
Helmut FX Workflow Engine

Helmut4's key technology is its workflow engine „Streams“

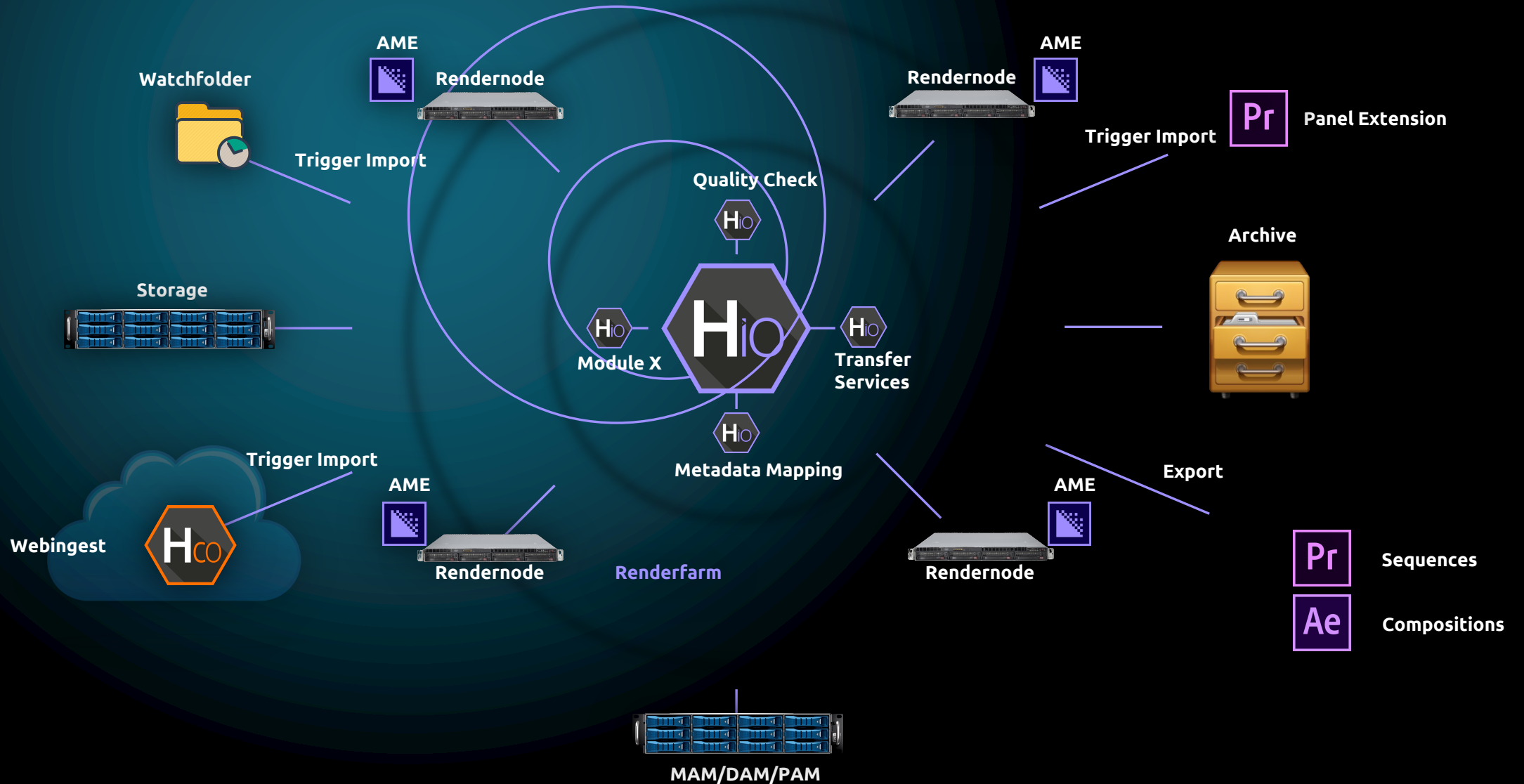
The workflow is created as desired...
...saved as a new piece of code
...and executed by a specific trigger.

The workflows can be changed...
...deactivated or deleted
...at any time
...without downtime.

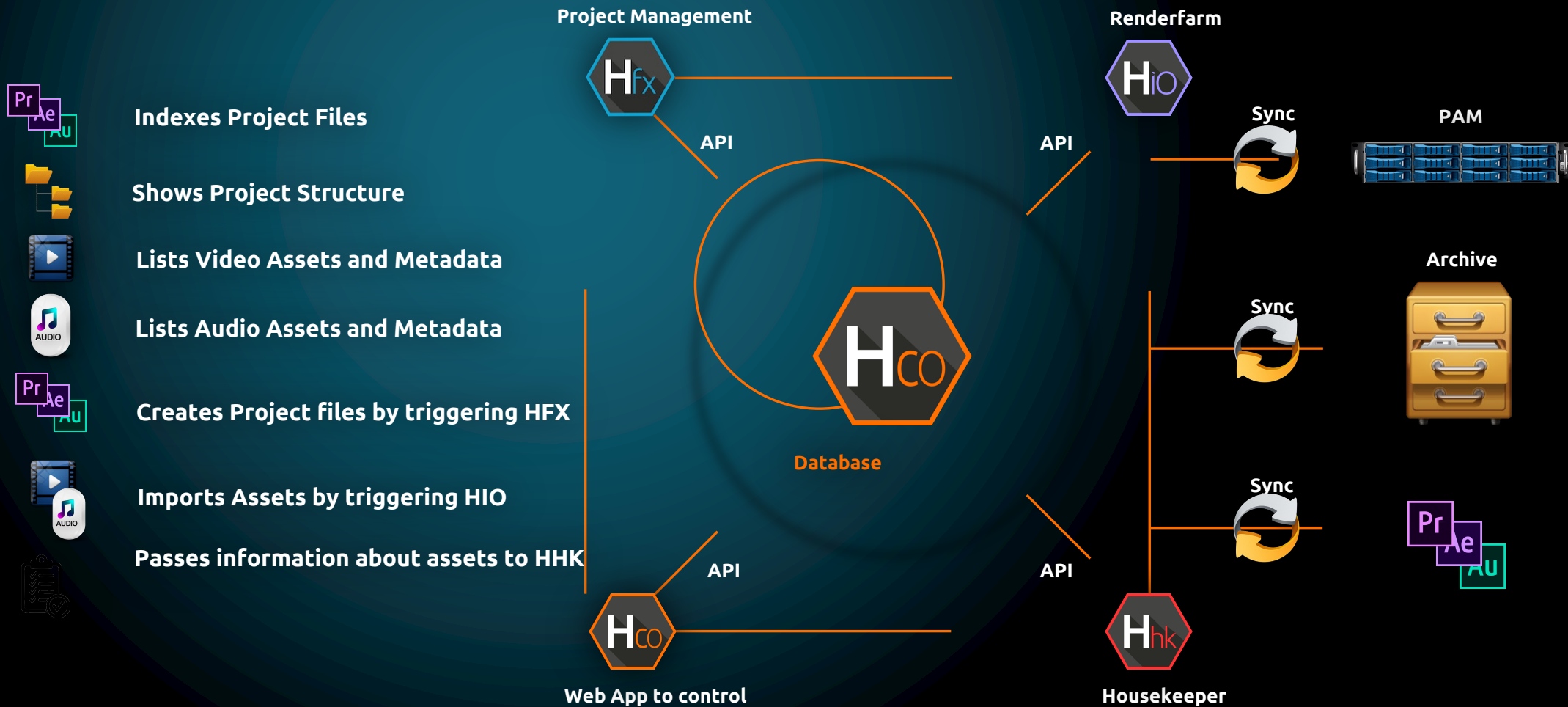
Example:
Automated workflow steps to an event like “Create project”



What is Helmut IO?



What is Helmut CO?



...to synchronize project-related assets with other systems

What is Helmut HK?



Schedule and run cron jobs on projects

Manage project-related assets

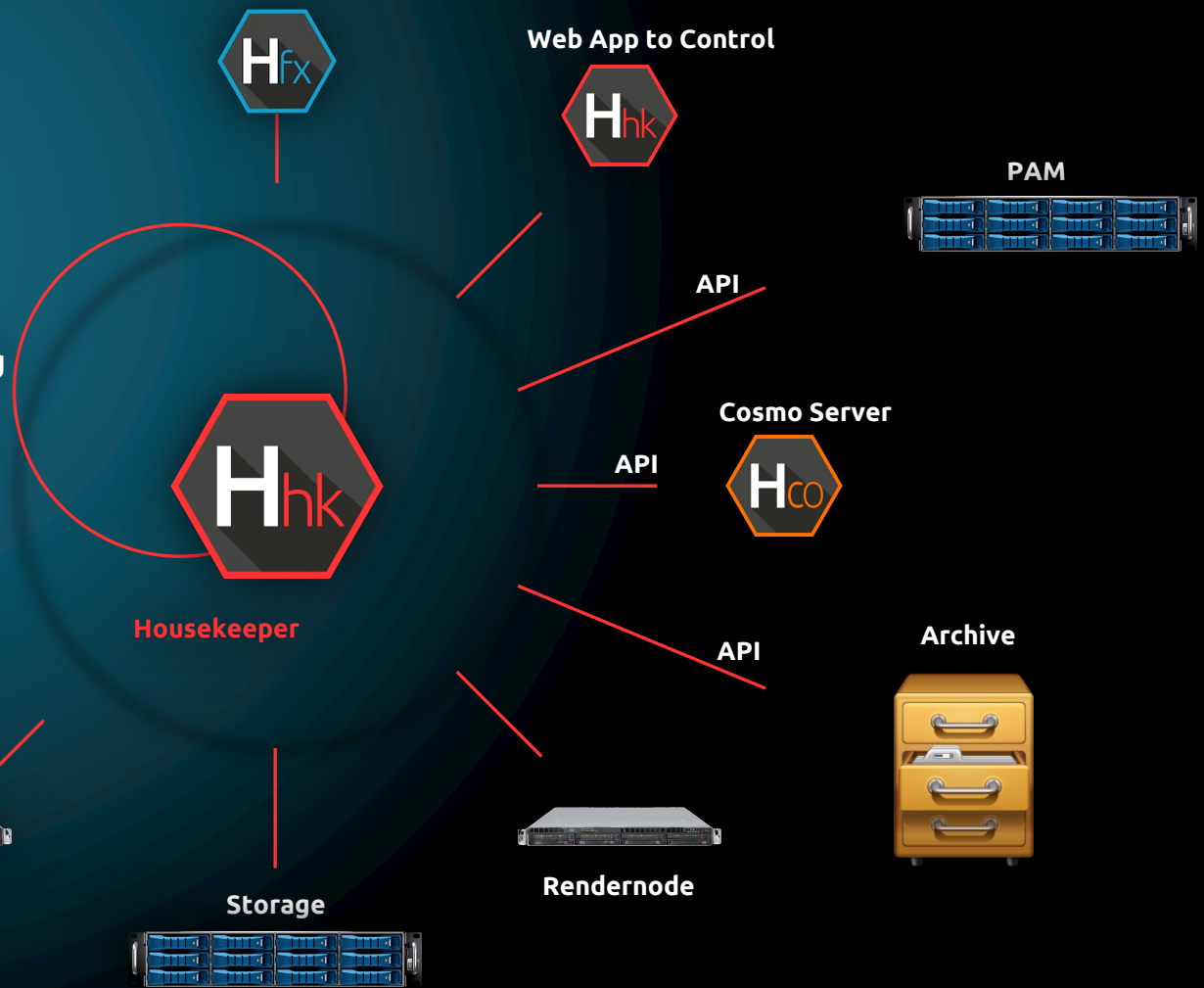
Use dedicated render nodes for processing

Move, copy or delete projects and assets

Use database information from cosmo

Attache Storage/ PAM/ Archive

Remote Control HFX



...to clean up projects

How and where does Helmut help?

Switch from other NLE's to Premiere Pro

- > Delivers known workflows
- > Helps to organize every setting (eg. sequence, export, UI, paths, folders)
- > Provides true Adobe Project Management tools

Integrate with a MAM/PAM System

- > Helmut provides information about:
 - Assets being used in a project
 - Bin's existing in a project
 - Assets being used in sequences
- > Helmut exports and modifies MAM/PAM Metadata

Add additional functionality

- > Helmut plugs in to other (3rd party) applications:
 - Quality Control
 - Newsroom Systems (NRCS)
 - Content Management Systems
 - Archival Systems
 - Generic REST API Interfacing