



Profuz
LAPIS

Limitless Advanced Powerful Intelligent System

**THE NEW GENERATION
BROADCAST
MANAGEMENT SOFTWARE**



Connect the Dots in your Business

In today's business environment, broadcast, media and entertainment companies need to be extremely flexible and efficient throughout the whole cycle of creation, management and distribution of content. Resources are limited and expensive - cameras, crew, lighting, sets or sound equipment, all need to be tracked and coordinated to deliver highest ROI. Post-production is a complex area - disruptive technologies, new distribution channels and demanding customers make content acquiring, storing, editing, transcoding and sharing a very tough process.

Developed to solve those challenges, Profuz LAPIS is the software hub which connects CONTENT, EQUIPMENT, NEWS, PROJECT, TASKS, RESOURCES, PURCHASES, SALES, TV CHANNELS PROGRAM SCHEDULING, MANAGEMENT, AND DELIVERY and provides a central way of searching, collaborating, reporting, managing and tracking of all the information and processes in a single environment. It tirelessly gathers, handles and schedules the materials needed for the broadcasting and manages the accompanying internal and external tasks, projects and processes.

High Flexibility and Seamless Infrastructure Improvement



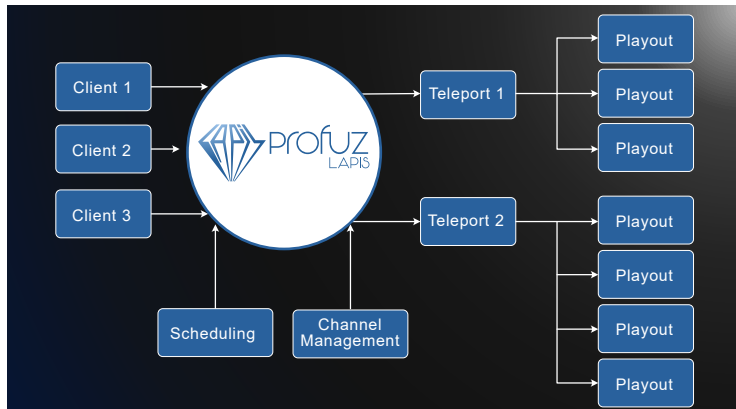
We do not tie up our clients with single vendor dependencies, instead we offer the freedom to dynamically benefit from variety of industry-specific technologies while retaining the advantages of using a single system. Seamlessly connect any system/tool to Profuz LAPIS without the loss of information, process interruptions or staff resistance.

High-end Capabilities and Scalability

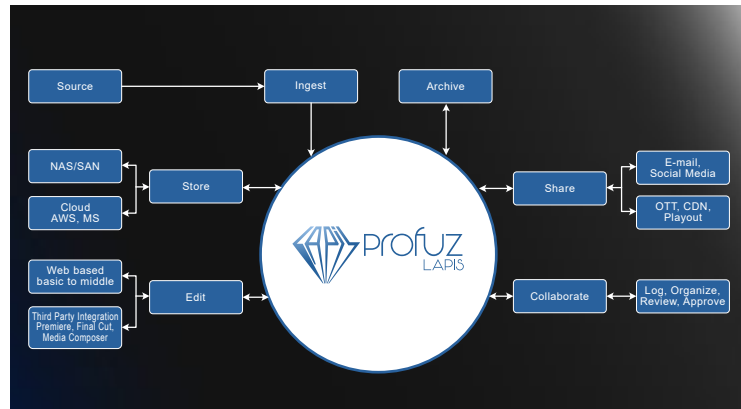


The unique design of the system allows us to easily configure the system to meet the specific needs of your business and to connect with every dot (people, data, process) within and outside the organization. The architecture of Profuz LAPIS allows us to significantly reduce critical resources such as time, qualifications, and maintenance throughout the whole life-cycle of the system which leads to many benefits such as fast deployment, friendly configuration, "zero" learning curve, quick adaptation.

Workflow example: Playout Providers

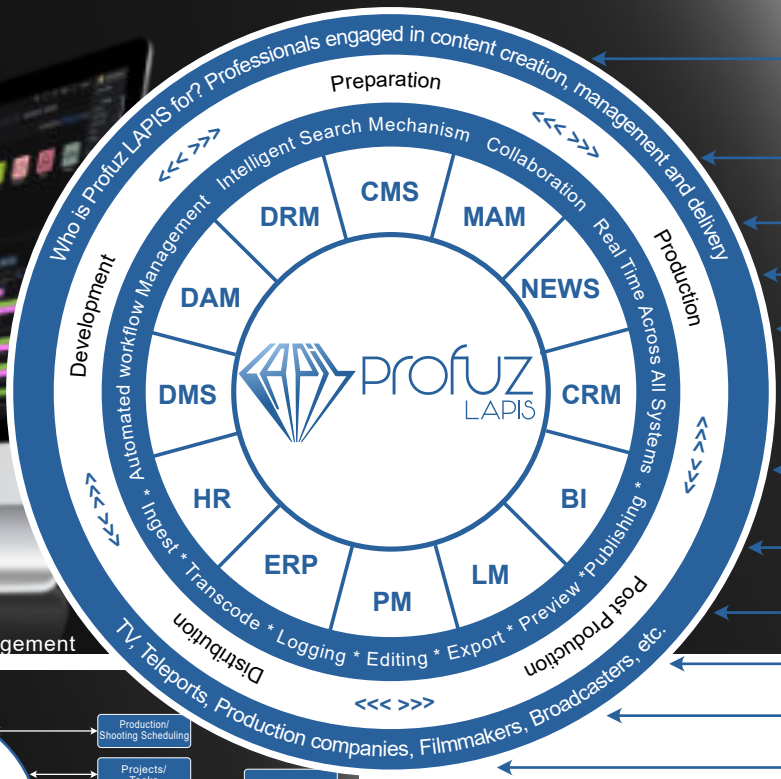


Workflow example: Media/Digital Asset Management

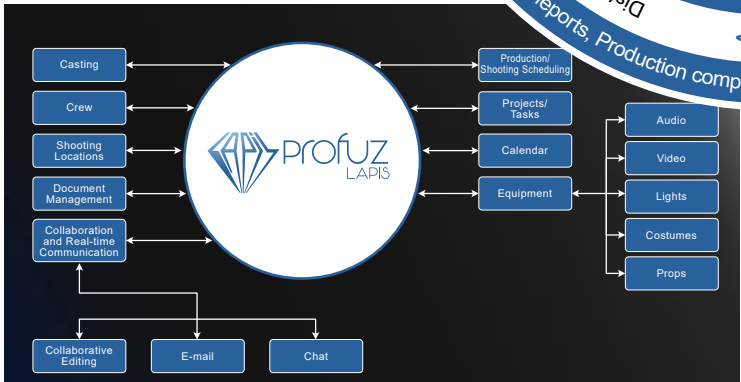




Workflow example: Production Management



- Storage, Cloud, Archive
- Workflow Management
- AI
- MAM
- CRM
- Commercial Management
- Project Management
- Ticketing & E-mailing
- Scheduling
- Web Publishing
- Localization
- News



Profuz Digital's LAPIS - an ingenious solution that ultimately gives users more time to concentrate on being creative and not getting bored down with processes. It is a fully comprehensive web-accessible information management system designed to centralize processes and data under one roof. It prepares, ingests, converts, encrypts, and watermarks materials automatically to be used for literally everything related to data-processing, as well as localization, translation, editing, dubbing, voice-over and subtitling, into one single environment.

FEATURES	STARTER	CORPORATE	ENTERPRISE
Workflow management and automation (User-definable workflows with built-in workflow editor)	✓	✓	✓
Intelligent search mechanism (searches in real-time in all connected systems simultaneously)	✓	✓	✓
Statistics and Reports (On-the-fly reports generation and export)	✓	✓	✓
Real Time Communication and Notifications (private and group chats, comments, email and in app notifications)	✓	✓	✓
CRM (external and affiliate individual and company contacts management)	✓	✓	✓
Projects and tasks management (from simple to-dos to complex projects)	✓	✓	✓
User management (user and group access control)	✓	✓	✓
Live collaboration	✓	✓	✓
Data versioning	✓	✓	✓
Metadata localization	✓	✓	✓
Document management (docs, doc, odf, pdf, txt etc.)	✓	✓	✓
*Commercial Management (sales and purchasing deals, quotes, orders, invoices, inventory management)	✓	✓	✓
*Media asset management (automatic content handling, video, audio, subtitles, images, program scheduling, playlist creation and export, storyboards creation)	✓	✓	✓
*News management (news articles, stories and desks)	✓	✓	✓
CONFIGURATION & INSTALLATION	STARTER	CORPORATE	ENTERPRISE
Unlimited data (limited only by available resources)	✓	✓	✓
Multi-company	Single Company	✓	✓
Default system initial setup	✓	✓	✓
Configuration and training	Up to 3 days remote	Up to 7 days remote	Up to 10 days remote
Workflow Definitions Published custom workflow definitions included into the license. Standard default workflow definitions are not counted. Custom workflow design services are not included	Up to 1	Up to 6	Up to 12
Cloud or on premise deployment	✓	✓	✓
Protocol Interconnection Nodes (PIN) (Device and system integration not included)	Up to 1 Protocol	Up to 2 Protocols	Up to 4 Protocols
Multi-channel assignment For modules allowing to manage more than one channel such as MAM, News, etc.	Up to 1	Up to 5	Up to 10
Users packages (number of users included into the bundles)	Up to 100	Up to 500	Up to 1000
Data server instances	1	1	✓

Additionally Charged Module

