

MoovIT IN MOTION



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MoovIT – the company behind the powerful Helmut FX post-production workflow tool – has now developed a complementary processing tool called Helmut IO. The Cologne-based enterprise is planning to market its growing product family on the international stage, and has recently secured a major new customer: Portuguese television channel TVI.

Adobe's® Premiere® Pro CC editing software has been extremely successful in recent years, with many broadcasters and post-production houses opting for the application. However, some users have been searching for a way to better integrate Premiere Pro CC into their specific workflows. Enter MoovIT – a Cologne-based systems integration specialist that leveraged its IT expertise to develop solutions that let Premiere Pro CC work more seamlessly with other products and systems. MoovIT workflow expert David Merzenich explains the team's next step: "Based on this system integration, we developed Helmut FX, a modular standard product that has since been adopted by many Adobe customers. HelmutFX adapts to your workflow – not the other way around." Simply put, Helmut FX fulfils the role of a 'butler' for Premiere Pro CC post-production. The tool works in much the same way as an enterprise service bus (ESB) – communicating with all connected systems. Helmut FX handles search and administrative tasks for Premiere Pro CC project files, and supports cutters and editors as they work. As Merzenich adds, "Helmut FX allows users to focus on their core task – editing. And that's as true in small production environments as it is for larger, interconnected installations."



A new arrival: Helmut IO

Now, MoovIT has launched a new product to sit alongside the HelmutFX workflow tool. Helmut IO is optimised to dovetail with Adobe® Media Encoder CC, and is capable of managing ingest and outgest, transcoding content, administering metadata and moving assets to various locations including archives and FTP servers. In that sense, the software is active whenever there is a need to work with, move or encode digital files.

| Task | Priority | Program | Started | Machine |
|--------|----------|---------|----------------|-------------|
| Helmut | critical | Helmut | 15.08.13:20:24 | 192.168.123 |
| Helmut | high | Helmut | 15.08.13:20:29 | 192.168.123 |
| Helmut | critical | Helmut | 15.08.13:21:41 | 192.168.123 |
| Helmut | critical | Helmut | 15.08.13:21:55 | 192.168.123 |
| Helmut | critical | Helmut | 15.08.13:21:54 | 192.168.123 |
| Helmut | critical | Helmut | 15.08.13:21:54 | 192.168.123 |
| Helmut | critical | Helmut | 15.08.13:21:29 | 192.168.123 |
| Helmut | critical | Helmut | 15.08.13:21:24 | 192.168.123 |

Integration with established production systems

While the Helmut FX and Helmut IO family is predominantly based on Adobe's® post-production offerings, MoovIT has also integrated a range of other production systems – such as the MAM systems EditShare Flow, Medialoopster and Avid Interplay, plus the Aspera file transfer software. There are plans to integrate the Dimetis mX Media Exchange management platform, too. As Merzenich observes, "We would then be in a position to support the majority of established production systems."

International marketing efforts

MoovIT's tools are being used right across the globe. In Europe, MoovIT is working with partner distributors to serve the market, and is currently expanding its distribution network. In North and South America, meanwhile, manufacturer EditShare handles all distribution for Helmut FX and Helmut IO, leveraging its own existing network.

As MoovIT moves from distribution and integration towards becoming a full manufacturer, the company is facing many new tasks. As MoovIT CEO Wolfgang Felix explains, “We have invested a great deal of time and effort in standardising the Helmut product range and enabling ourselves to deliver regular updates in the future.” In particular, he highlights the close collaboration that MoovIT has established with its customers: “We listen to their valuable input and suggestions for new functions and workflows; their ideas then flow directly into the development of our products.”



Reference customers

MoovIT’s integration expertise has been recognised by many customers. For instance, German broadcaster NDR has equipped its network of overseas studios with EditShare, Adobe® and Sony systems and integrated the individual components into an overarching automated workflow, with Helmut FX at its core – as a virtual coordinator for search and administrative tasks. Other broadcasting organisations and production houses also acknowledge that this easy-to-install and easy-to-use tool allows them to organise complex processes far more effectively. Other current HelmutFX customers include: Austrian national broadcaster ORF; the Germany-based WestCom Media Group; German international broadcaster Deutsche Welle; the German Football League (DFL); Austrian TV channel Puls 4, and the FTI Group.

TVI Portugal

MoovIT is also attracting new customers further afield – such as TVI (Televisão Independente), a private broadcaster based in Portugal. TVI was founded 25 years ago and has a headcount of over 1,000 employees. TVI is the most-watched channel in Portugal, and is particularly well-known for its news programming, in-house productions and entertainment shows. However, TVI also runs a 24-hour news channel that is gradually being developed and expanded.



As Rafael Gala, Broadcast IT Manager at TVI, states, “Our goal is to also become the market leader in the news broadcasting space.” With this in mind, TVI has invested in many areas – including in Adobe® Premiere® Pro CC. “However, it was difficult for us at first to design efficient workflows with Premiere,” Gala reflects. “So, we spent a good two years looking for a solution that could help us. Finally, after some research, we discovered MoovIT’s Helmut FX tool.”



Gala’s department operates a heterogeneous production environment where both Macs and PCs are used. This had hampered post-production efforts at times, as it proved difficult to quickly and flexibly transfer material between the platforms and edit it within a single pipeline. In this regard, Helmut FX has made a real difference – helping Gala and his team to optimise the workflows to support the various platforms.



TVI had an additional requirement when it came to re-purposing: any solution needed to allow existing news content to be quickly and flexibly prepared for playout on a wide range of channels. As Gala explains, “Helmut FX has put us in a position to achieve that objective. Now, we can prepare and optimise our content for use on social media. We can quickly and easily add subtitles, for example.”



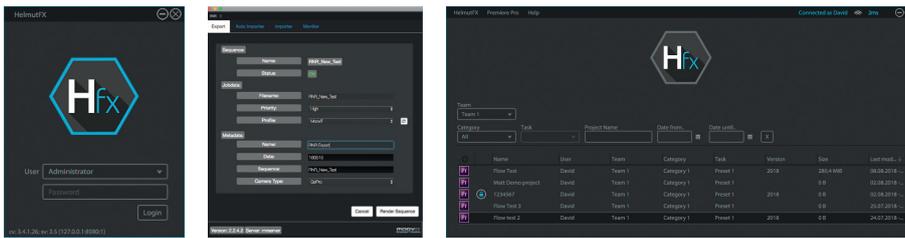
What’s more, thanks to Helmut FX, the post-production team now works together more closely, as assets can now be managed more easily; in many cases, administrative tasks of this kind are now fully automated. “In the past,” as Rafael Gala acknowledges, “this process was far more complicated, and took up a lot more of our time.”

Gala particularly values the direct contact that TVI maintains with MoovIT's development team. As a result of this close collaboration, TVI has become a valuable source of ideas for MoovIT – and an early adopter, too. For example, the Portuguese broadcaster is already using the new Helmut IO tool, in tandem with the Aspera file transfer software. Leveraging these solutions, TVI is now able to quickly and flexibly prepare content for layout.

As a next step, TVI is planning to more effectively integrate its regional sites in the north of Portugal – with the help of Helmut FX. As Gala concludes, "Helmut FX will make it possible for us to further improve our teamwork in post-production – even when we're collaborating across multiple sites."



helmut-fx.com/helmut-io.com



New functions at a glance

Helmut FX

- EditShare Flow integration, including user import and authentication
- Medialoopster integration
- Access presets for simpler configuration of user rights
- Auto-delete function for easier housekeeping
- Freely definable project names/characters
- Path mapping for multi-OS environments
- Processor labelling for a clearer overview of workflows
- Processors are now fully team-/user-dependent
- Processors can be temporarily deactivated so that workflows can be altered quickly
- Helmut FX can now be run in Docker containers (including Docker swarm mode)

Helmut IO

- EditShare Flow integration, including metadata template import
- EVS integration, including metadata template import
- Medialoopster integration, including metadata template import
- Multiple EPR presets can be used for each profile
- QC post-processing via QScan
- Full sync of Flow and Adobe® Premiere® Pro CC projects, including folders, markers, metadata, assets and sequences – via the Premiere Pro CC panel extension
- Auto-import function via panel, including profiles

