



Press Release

MUPPITS in Amsterdam

MUPPITS (Multiple User Post Production IT Services) is gearing up to make management of all the workflows that make up a production much easier and cheaper for the production team. Proprietary workflow solutions address only a part of the overall lifecycle of content and metadata. MUPPITS will allow a production team to manage the whole process in the way that suits them, taking back control to manage data flow, storage, processing, outsourcing, post-production and specialist services – in short, all the components of a modern digital production.

A middleware layer based on Service Oriented Architecture (www.gria.org) provides the means to establish access rules, invoke and run production and post-production applications as services, store and track content and metadata, control and secure outsourcing of processing and storage hungry applications and manage the commercial requirements of contracts, billing and Quality of Service tracking.

MUPPITS or Multiple User Post Production IT Services is a collaborative project sponsored by the UK Technology Strategy Board.

Typical scenario

A production is set up to shoot in a studio near London that has digital pathways into a high-speed network linking the production and post production communities. The production wishes to dispense with tape and wants to send content as files with production metadata direct to post facilities. The rushes are simultaneously sent to secure storage, offline edit, DVD duplication, the production office and a render facility. All of these functions are set up as automated jobs with the workflow decided by the production team. The middleware core of MUPPITS manages these operations through a pre-configured rule base and service level agreements. Time and cost overruns in post production are avoided through the use of the MUPPITS render time estimator, which allows the facilities to spot when outsourcing or tighter control is needed.

Partners

MUPPITS is a collaborative project sponsored by the UK Technology Strategy Board and led by the Digital Television Group. The 9 well known partners in the MUPPITS project covering a wide technology and user base across the industry.

Please visit us on the DTG Booth. **Stand number A45** in hall 5 for more information and see our show-reel, and look out for our paper in Friday afternoon's conference session – File Delivery: How does your Workflow Flow?



OVATION DATA SERVICES, INC.



Invitation

You are cordially invited to the first full public demonstration of the MUPPITS working system at Pinewood Studios Theatre 7 on the 26th November 2009. To register and RSVP for the demonstration please visit www.muppits.org.uk/pinewooddemo

For more project information please contact npiper@dtg.org.uk in the first instance or visit www.muppits.org.uk