

Createcna is a company dedicated to develop software, the creation of systems and solutions for broadcast, Internet and mobile markets.

Our core business is focuses on developing technology, systems integration and consulting of audiovisual technology.

Createcna offers a catalogue of high quality products featuring in three groups:

1º.- **Broadcast solution** -

-SCRIPTOR: It is a solution for recording and archiving in hard disk any signal broadcasted imposed on televisions and radios in Spain and other countries. Scriptor is 24/7 monitoring of content archived for viewing and allows the planning tasks to perform recordings from one day to an unlimited period, including stretches of time discontinuous. Scriptor saves a lot of resources in the form of video tapes, warehouse space for its operatives and resources to monitor recording, while that streamlines tasks search of content. Its widespread deployment by the national television has made practically in the recording system of emission standard in Spain.

-CELLARIUM: archiving digital multimedia. Its more than a Media Asset Management, the core functions are divided into the ingest, management and distribution of content. Cellarium digitizes and receives signals from different origins (VTR, satellite, etc.) Cellarium codify in a multiple formats for their retrieval and distribution. Cellarium perform a basic automatic pre- cataloguing during ingest that is completed "post" and includes content search tools and "cut" editing. Cellarium allows you to create playlist and creating CD / DVD among many other functions. Designed using a modular and scalable architecture is designed to suit every type of requirement. Cellarium includes multiple settings of the system and creating user profiles allowing the management of archives and resources in remote through a high-speed network without having to move the server's central system.

2º.- **Móviles (The Broadcaster experience)**-

-3G MOBILE STUDIO: It is a platform of IP content, a system that allows deliver any audiovisual content from any device connected to the Internet, 3G Mobile Studio deliver "live" on television or any screen, between his highlights the issue of broadcast live television images and sound from 3G mobile phones, but also from professional video cameras, webcams, etc. There have also been developed as functions of the platform in the store & forward mode, that let you record those contents in the report's own phone to send subsequently content "delayed" 3G Mobile Studio is a pioneer in developing of Createcna and has undergone numerous awards Innovation awarded by the major broadcast sector institutions.

-3G BROADCASTER: The TV that you see on your phone. 3G Broadcaster is a 3G service-solution that enables broadcast "live" events to be viewed through mobile phones. A real example of this system is the first broadcast in the history of Motor Sport World Formula -1 exclusive to mobiles conducted in 2007, where Createcna participated as technological support. 3G Broadcaster is not only a 3G mobile TV is also interactive television The mobile spectators, were able to choose, during the racers at every moment, the pilot's camera view, that they wanted to follow, as well as consult in real time positions, times, laps, re-fuelling and other details, as well as enjoy entertainment-news channels that are exclusive served during the week before the main race. 3G Broadcaster this at present nominated for the awards IBC 2008 in the category Delivery.

3º.- **Internet-**

-LIVE MOVLOG : It is a 2.0 videoblog of User content generated where the videos are "uploaded" "live" from mobile phones. The platform can be configured by channels, and you can choose put public or private, and the way to have free access to the channel and viewing videos or have restricted access to members friends through a password. It also offers the possibility of incorporating mode Store & Forward for sending video "delayed".

-MORNING CAFÉ : A totally automated multimedia platform to publish virtual Magazines for the web, The Smart Magazine. With Morning Cafe, you will now be able to give the best selection of contents to your digital publishing. Maximize the effort of page setting with all the possibilities that Internet offers without any webmaster of your site MC will always be updated thanks to RSS feed. RSS is an application of the Extensible Markup Language (XML). Is a method of describing news or other web content that is available for "feeding" (distribution or syndication) from an online publisher to web users You can change the page layout and content, the look of your newspaper and modify these schemes to match your business theme Change the design and layout of your Magazine After you have created a digital publication

using Morning Cafe, several customization options are available MC allow you to easily change the look of pages, page layout, design, colour add more pages and gadgets Our activity is complemented by the development of technology designed to each costumer and the rental, installation of application and support for events.

Createcna has been awarded the most prestigious international awards for innovation in the Broadcast sector what we viewed as a benchmark technology and a guarantee of quality that has allowed major national and international companies have relied on our technology.

CREATECNA Gran Vía, 62 -8ª Pl.- 28013 Madrid España

Tlf: +34 91 559 8080 - Fx: +34 91 559 8737

contact@createcna.com

www.createcna.com

Createcna will be present at IBC 2008 and is nominated in the "Delivery" category in the IBC awards thanks to 3G Broadcaster; technology that allowed live broadcast the Formula One World Championship-1 to mobiles in 2007

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