



# COMPANY PROFILE

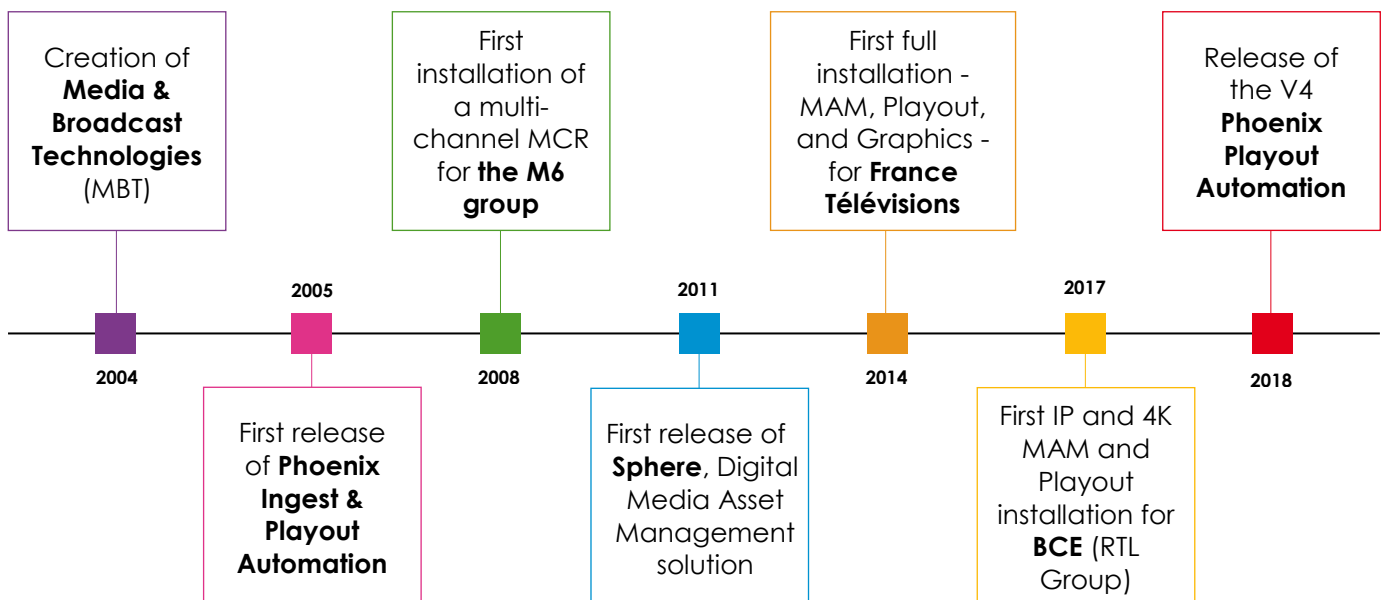




## MBT, a dynamic and independent company!

Media Broadcast Technologies® (MBT) is a French software editor for the audio-visual and broadcast industry and is a supplier of major audio-visual groups in Europe. MBT started as a pioneer in Ingest and Playout Automation. Very quickly afterwards solutions for Digital Media Asset, Workflow and Graphics Management were developed, covering so the whole workflow from ingest to publishing.

### History of the Company



### The strengths of MBT

- Ergonomic interfaces: an intuitive user interface to get started quickly
- Flexibility: MBT can propose "turnkey" solutions or custom projects
- Secure: proven solutions with 99,999% on-air availability
- Rich Features: high-end solutions with more features than any other market player





“We develop extraordinary software solutions that make a positive difference in our customers’ environment”

*Bedro Bengouffa, CEO*

The company, based in France, has 2 offices: one near Paris in Magny-le-Hongre and the other in Saint-Sauveur in the Toulouse area.

The company’s administrative headquarters in the Paris region are composed of a Sales department, Projects department, Integration department and a Support department.

The support department provides level 1 and 2 services, 7 days a week. It allows MBT to propose a genuine support throughout the year.

The site of Saint Sauveur in the Toulouse area is the production and research & development centre of the company.

The Production department is responsible for the development of the MBT’s products and assists the project and support services during the integration of the solutions.

The R&D department is in charge of new research environments, new objects and development techniques, but also of the integration of new components.



*Headquarters in the Paris Region*



*Office in the Toulouse Region*





“We exhibit a strong will to win in the marketplace and in every aspect of our business”

*Richard de Jong, Senior Sales Manager*

The shareholding of MBT is in the hands of the top management which provides complete control of the company and of its development strategy.

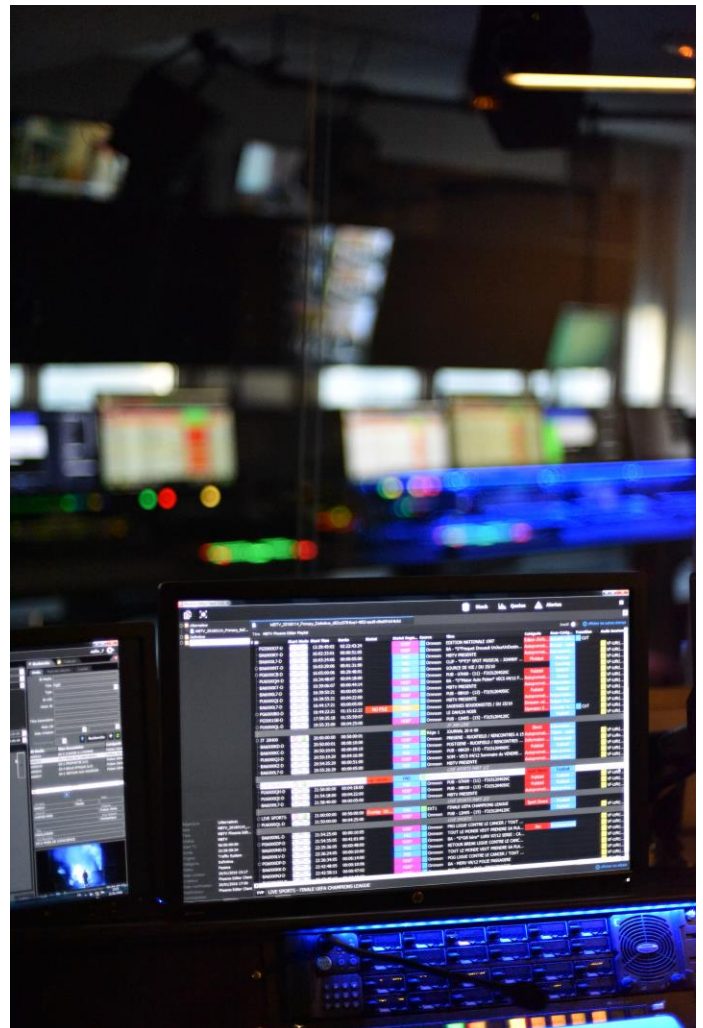
MBT is able to generate positive results while maintaining a level of annual investment to sustain its growth, particularly in terms of employment and R & D.

MBT is a strategic supplier of major audio-visual groups in France and abroad thanks to our products that generate a fast ROI.

MBT's international business development is based on the set-up of a reseller and distributor network. Various resellers already joined MBT thanks to its partner kit and unique partner friendly approach.

**The MBT Bundle approach:**

Benefit now from a high-level but cost-effective solution combining a video server with MBT's ingest and/or playout software.





“We create software solutions by powering what's next which make them future prove”

*Jean-Luc Caillard, Production Development Manager*

MBT edits three functional software suites based on the Vertex data platform: Phoenix, Sphere and Liberty. The Vertex Data Platform allows all systems to manage and share information, content and other data from every location. This platform is constantly innovated by integrating new features based on AI, for example.

## Phoenix

Phoenix Video Manager is a complete system that manages ingest, indexation, browsing, marking, purge and transfer of files.

The Phoenix Playout Automation system is a proven and highly secure solution for multi- and mono channel playout with an on-air availability of 99,999%.

## Sphere

Sphere is a modular solution for media asset and workflow management that can be adapted to news, sports, production, QC and broadcast workflows.

MBT has developed in the past years a powerful and reliable platform to distribute all media to all different kind of platforms.

## Liberty

Liberty is a middle-ware solution for graphics management. This solution facilitates the creation process and the control of graphic instances.

Liberty controls several and different branding devices at the same time in both production and transmission processes.

## Approach MBT

MBT adapts the software to the needs of the customer within the product frame. We don't think that the customer should adapt to the software.

The traditional broadcast model is changing and sometimes even replaced. New distribution methods are taking over, allowing content providers to target their services to new and multiple platforms, territories and eventually, individuals or households.

The MBT software adapts constantly to new trends and is therefore flexible and configurable. Scalability, configurability and flexibility are key words in MBT's solutions where adding a channel or configuring a new workflow is very easy.



### Supplier of major audio-visual groups...



Make your Data Flow

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