



Real Solutions for the Real World®

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**FOR IMMEDIATE RELEASE**

**Oracle Press Release**

**Solution Beacon and Oracle Team to Create a Highly Differentiated Solution  
for the Media and Entertainment Industry.**

**Solution Beacon Will Create a Comprehensive Production Management System Integrated with Oracle  
Applications for the Entire Entertainment Industry**

**REDWOOD SHORES, Calif. 10-SEP-2007 05:05 AM** Solution Beacon, a Certified Advantage Partner in the Oracle PartnerNetwork, and Oracle today announced that Solution Beacon will provide an enhanced media and entertainment industry-specific solution that will integrate to Oracle(r) Media and Entertainment solutions. Synergist Corp. was created by Blue Skies, LLC and Solution Beacon to develop this solution. It will include customized front-end modules focused specifically on entertainment industry requirements that will integrate to the Oracle(r) E-Business Suite.

Synergist plans to automate the entire production process saving time in preproduction planning, decreasing set-up time in the shooting of every scene, and providing needed visibility into the status of post-production editing. The cost savings can be used to shoot more footage of higher quality, which will help increase the likelihood of a better production, achieving higher revenue. The solution will focus on the integration of budgeting, scheduling and actuals.

Synergist will be integrated with Oracle applications, Oracle Fusion Middleware and Oracle technology software. The complete footprint will provide everything needed to run an entertainment company, including financials, manufacturing, human resources, engineering, distribution and customer relationship management configured to leverage entertainment industry best practices.

"The process of producing programming for television and film is complex and fast paced. It includes the tracking of many dynamic activities, people in various locations, equipment and scheduling logistics," said Stephen Pullin, Executive Producer / Director PULLIN TeleVISION and the hit shows PINKS and PINK ALL OUT on Speed Channel. "Tracking of expenses is difficult to streamline, and up-to-date comparison of budget to actuals is lacking, restricting the influence I can have on profit margins."

"Isolated, stand-alone legacy systems are pervasive throughout the media and entertainment industry. The industry is becoming more geographically dispersed as it relies more heavily on freelance workers and manages collaboration between location shoots and executive producers," said Steve Bamberger, Vice President, Media and Entertainment, Oracle Industries Business Unit. "This solution leverages best practices, Web-enabled technology and project capabilities inherent in Oracle to provide a truly global solution."

"Solution Beacon is pleased to continue its commitment to customers within and beyond the Oracle user community to enhance the capabilities in Oracle applications with front-end modules that will provide a user experience unprecedented in this industry," said Craig Hobson, President of Solution Beacon.

Solution Beacon is a Certified Advantage Partner in the Oracle PartnerNetwork.

#### **About Solution Beacon**

Solution Beacon, LLC is a woman-owned business and leading provider of expert-level resources for the most widely used Enterprise Management Systems and Technologies in the world. Solution Beacon is one of three "5 Star" OAUG partners in the world. Solution Beacon consultant resources contribute their Oracle Applications expertise to advertising, government, manufacturing, distribution, entertainment, telecommunications, healthcare, higher education and finance segments of the marketplace. <http://www.solutionbeacon.com>

#### **About Blue Skies**

Blue Skies, LLC's partners have more than 20 years of experience helping clients such as Technicolor, Warner Music, Sony and EMI Music with strategic business and system analysis, program management for back office optimizations and a variety of system implementations. For further information visit <http://www.blueskiesllc.com>.

#### **About the Oracle PartnerNetwork**

Oracle PartnerNetwork is a global business network of more than 19,000 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle's position as the world's largest enterprise software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle qualify for the Oracle Certified Partner levels. <http://oraclepartnernetwork.oracle.com>

#### **About Oracle**

Oracle (NASDAQ: ORCL) is the world's largest enterprise software company. For more information about Oracle, please visit our Web site at <http://www.oracle.com>

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