



MASTERSOLUTION

SHOW

Implementation at WEKA MEDIA GmbH & Co. KG



Company profile

WEKA MEDIA GmbH & Co. KG belongs to the WEKA group of companies and is one of the most innovative media related companies in Germany. With a total of more than 1,450 employees, they develop specialist information, work aids, software, training and consulting with and for their customers.



Why MASTERSOLUTION SHOW?

WEKA MEDIA GmbH & Co. KG has been producing video content using MASTERSOLUTION SHOW for several years. The 3D Studio produces both sector news in Web TV format and learning content for online courses or blended learning offers.

Christian Schossig on MASTERSOLUTION SHOW: „With the help of MASTERSOLUTION SHOW we are in a position to produce our own professional video content on a larger scale. The technology is simple to use and the quality of the output improves with every day that the studio is in operation. Within a short space of time we were able to produce our own training videos which we wanted to use to enhance our classroom courses. In the medium term we are planning to set up an online academy.“

Areas of application & added value

Since April 2017, WEKA MEDIA has been producing a new news format for master carpenters and wood construction companies: As a web TV news magazine, *mikadoTV* is the youngest member of the *mikado* media brand after the print edition and online appearance. The studio solution MASTERSOLUTION SHOW enables a very fast and uncomplicated production of the news broadcasts which are about four minutes long. The individually adapted virtual studio space makes the product ideal for the *mikado* brand portfolio.

Contact person

Christian Schossig is the product manager of business development at WEKA MEDIA GmbH & Co. KG.

WEKA MEDIA GmbH & Co. KG

As one of the leading suppliers of multi-media specialist information solutions and services, WEKA MEDIA GmbH & Co. KG offers diverse practice oriented solutions for their clients daily business in the areas of Business to Business and Business to Government.



mikadoTV sector news