



Press Release

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FOR IMMEDIATE RELEASE



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freispace Unveils Groundbreaking Automated CO2e Reporting Feature at IBC 2024, Cementing Market Leader Status in the German Entertainment Industry

Berlin, Germany, 24th July 2024 – freispace, the world's most intuitive project planning and scheduling software for post-production, is excited to announce the launch of its latest innovative feature: Automated CO2e Reporting. This significant unveiling will take place at the highly anticipated IBC Show (13 – 16 September 2024) in Amsterdam at **Stand 3.B54c**, highlighting freispace's dual achievement of industry leadership and technological advancement.

freispace: From Startup to Market Leader in Less Than Two Years

Founded just two years ago, freispace has swiftly risen to prominence in the German entertainment industry. The software's intuitive design and powerful functionality have revolutionized scheduling for post-production teams, making it the preferred choice for entertainment production houses across Germany. By achieving market leader status in such a short span, freispace demonstrates its unmatched value and dedication to addressing the unique needs of the post-production sector.

Introduction of Automated CO2e Reporting: A Commitment to Sustainability

In addition to its rapid market ascension, freispace is now setting new benchmarks for environmental responsibility within the industry. The Automated CO2e Reporting feature is designed to seamlessly calculate and report the carbon emissions associated with post-production activities. By integrating this feature, freispace empowers studios, production houses, and creative teams to monitor and reduce their carbon footprint effectively, aligning with global sustainability goals and meeting the increasing demand for eco-friendly practices in media production.

Key Benefits of Automated CO2e Reporting:

- **Seamless Integration:** Automatically tracks and reports carbon emissions based on project data, without disrupting the workflow.
- **Comprehensive Analysis:** Provides detailed insights into the carbon footprint of each project, enabling teams to identify high-impact areas and implement greener practices.
- **Regulatory Compliance:** Helps organizations comply with environmental regulations and standards by providing accurate and timely CO2e reports.
- **Sustainable Decision-Making:** Facilitates informed decision-making, allowing teams to choose sustainable options for travel, resources, and energy consumption.

Leadership Statement

"We are thrilled to introduce the Automated CO2e Reporting feature at IBC 2024," said Leonardo Re, CEO and Founder of freispace. "Achieving market leader status in the German entertainment industry within just two years is a testament to our commitment to

innovation and excellence. With this new feature, we are not only enhancing our software's capabilities but also championing the cause of sustainability. We believe this will set a new standard in the industry and inspire others to take meaningful action towards reducing their environmental impact."

Join Us at IBC 2024

freispace invites all IBC 2024 attendees to see a demonstration of the Automated CO2e Reporting feature as well as the groundbreakingly intuitive scheduling features. To join, book a demo session.

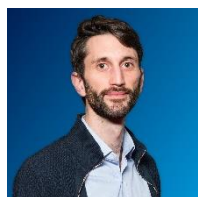
A blue banner for IBC 2024. On the left is the IBC logo (a red circle with a white 'ib' inside). To the right of the logo, the text reads: 'Meet us at IBC 2024' in large white font, 'Stand 3.B54' in slightly smaller white font, and '13-16 September | Free admission with code IBC11479' in smaller white font. In the top right corner, the freispace logo (a small square icon followed by the text 'freispace') is displayed in white.

Meet us at IBC 2024
Stand 3.B54
13-16 September | Free admission with code **IBC11479**

About freispace

freispace is the premier project planning and scheduling software designed specifically for the post-production industry. Known for its intuitive interface and robust features, freispace streamlines workflows, enhances collaboration, and boosts productivity for creative teams. In just two years, freispace has become the market leader in the German entertainment industry, trusted by leading production houses such as itv Studios, Fremantle and Constantin Entertainment.

Media Contact



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