frei_space

Press Release

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FOR IMMEDIATE RELEASE

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freispace Unveils Industry-First AI-Native ERP Platform for Post-Production at IBC 2025
Self-hosted, permission-respecting AI suite eliminates data silos while slashing operational time by 40%

Berlin, Germany — August 28, 2025 – *freispace*, the leading ERP-as-a-Service platform for media and entertainment production, today announced orgAI and a Model Context Protocol (MCP) Server, the industry's first fully integrated AI ecosystem built exclusively for post-production workflows. Revealed at IBC 2025 (Stand 3.C59, Hall 3), the solution enables studios to harness enterprise-grade AI without compromising data sovereignty. A critical advancement as productions grapple with escalating complexity and tight deadlines.

Unlike competitors relying on public cloud APIs, freispace's architecture ensures zero data leakage:

- All AI processing occurs within freispace's self-hosted environment, with no external data transfers or third-party dependencies.
- User permissions are always applied and prevent unauthorized access, addressing the industry's #1 security concern for AI adoption.
- Customers may optionally connect their own LLMs (e.g., Microsoft Copilot, Google Gemini) via the open MCP Server, maintaining full control over sensitive IP.

Transforming Production Operations

The suite delivers three precision-engineered capabilities:

- **orgAI**: An AI assistant trained on verified post-production knowledge, capable of querying live freispace data (e.g., "Which editors did Director A work with in the past?") while respecting user permissions. Real-world testing shows operators reclaim 40% of time previously spent on data retrieval and onboarding new staff.
- **MCP Server**: Allows studios to integrate freispace with existing company AI tools. Example: Auto-generate client status replies in Slack ("Delivery of Episode 1 shifted to Oct 15") without requiring staff to log into the ERP.
- **LLM-Ready Documentation**: Full API and tooling optimized for AI consumption, enabling seamless custom workflow automation.

Why Media Leaders Like Fremantle and ITV Studios Trust freispace

"Media production demands ironclad data control—no studio can risk data leaks," says Leonardo Re, CEO of freispace. "We built orgAI and our MCP Server inside the ERP, not as bolt-on gimmicks. When a VFX coordinator asks orgAI for render farm availability, it sees only their permitted projects. That's enterprise AI, not AI washing."

This launch solidifies freispace as the only post-production scheduling platform offering native AI integration with true permission inheritance. The suite is included at no added cost in Flagship and Enterprise tiers, with Frame users gaining free 3-month orgAI access starting January 2026.

Experience freispace at IBC 2025

When: Sept 12–15, 2025
Where: Hall 3, Stand 3.C59
Schedule a personalized showcase

Free admission with code **IBC11479** at IBC Registration

About freispace

freispace is a leading software platform for resource planning and project coordination in media post-production. Hosted in Germany, the cloud-based platform combines resource management, time tracking, accounting, task management and finance, while ensuring enterprise-level security. For more information, visit freispace.com.

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