



Collaborative work management  
software empowering creative  
productivity

Designed by producers for the TV and  
entertainment industry

Karen Dewey, Co-founder, CEO



## The Platform

- Software designed by producers
- Customisable to suit every project and way of working
- End-to-end SaaS platform that seamlessly integrates content, teams, and workflow
- Real-time management oversight and visibility across every project
- A revolutionary two-way communication centre, designed for TV and entertainment
- IP in one place, always growing, instantly searchable, stored and leveraged forever.

"We loved using Lumi. There is no other product out there with a back end like Lumi's "

**Lewis Evans, Series Producer, Love Island UK, ITV Studios**

"I'm a huge believer in maximising efficiencies on a team and making everyone's lives as simple, effective and easy as possible. Lumi is basically the holy grail of all of that.

**Keely Sonntag, Executive Producer, Endemol Shine Australia**

"Lumi's design allows us to set it up exactly to each production's needs. We are all Lumi converts and somewhat addicted."

**Steve Oemke, Director of Content, WTFN Productions**

"Working on a production that has multiple moving parts, Lumi has completely simplified what we do and how we do it."

**Evan Wilkes, Supervising Executive Producer, Luxe Listings Sydney, Eureka Productions**

"Being able to filter and batch communicate to a subset of people was awesome. Before we had Lumi that wasn't easy to do."

**Josie Steel, Series Producer, Love Island Australia, ITV Studios**

# Lumi.Media company snapshot



## History

- Lumi.Media was founded in 2016 by a TV producer who knew there was a better way to work together
- 6+ years of R&D in collaborative work management software for TV and entertainment
- Early-stage funding from Screen Australia, Aus Industry + angel investors
- Significant number of marquee customers in Aust and UK

## Vision

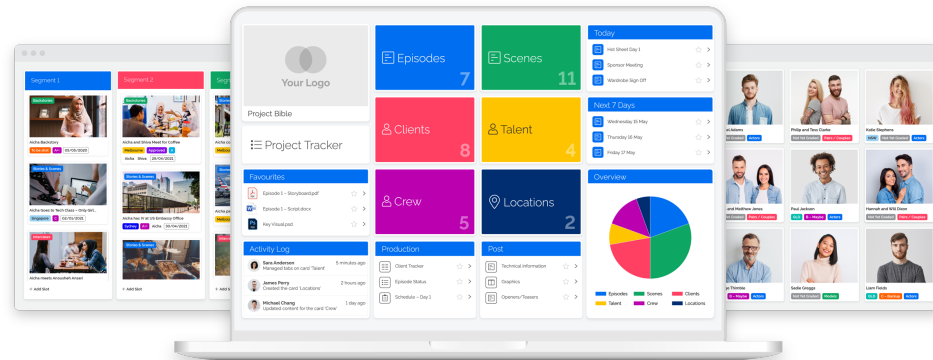
- Lumi.Media's vision is to empower creative teams to maximise their productivity at every stage of the production lifecycle

## Team

- Experienced producers across product, sales, customer success
- Enterprise-grade software engineers
- Customer input to shape product

## Value proposition

- Teams can be their best together, with more time to focus on producing great content
- Collaborative work management software that delivers what creative projects and teams need
- Any team with ambitious content-making goals works better together on Lumi



# The problem with status quo and other software options

- **No centralisation or team collaboration** - point solutions work for one or two people, but don't integrate or scale
- **Hardworking people disconnected** in their own team silos and applications
- **IP is lost during and after every project** - freelancers move on taking IP + contacts with them
- **Software can't adapt to workflow** - gets in the way of creative teams
- **Lack of management oversight and visibility** across every project – executives waste time chasing updates and information
- **Key info stuck in old-school systems** – drives, files, apps which are hard to search, collaborate and control
- **Still printing and distributing paper** – applications, call sheets etc.

Software isn't  
delivering what  
creative teams  
need



Tech in the way



IP is lost



Disconnected silos



Lack of oversight

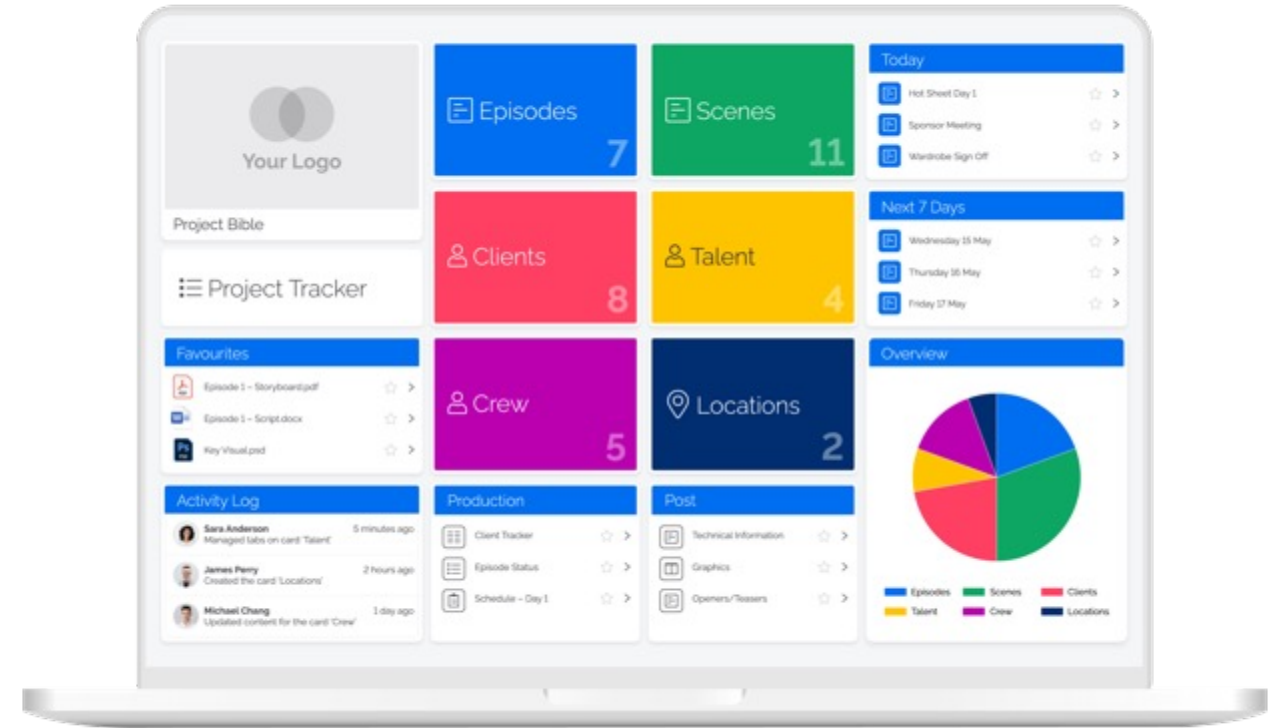


Old-school systems

# What sets Lumi apart?



- **Seamlessly integrates content, teams and workflows** across every stage of production
- **Every production hour is maximised** with more consistency, reduction in manual effort and nothing is lost or done twice
- **Advanced two-way communication** centralises, streamlines and organises all project interactions
- **Visual dashboards** provide visibility and real-time updates on what's happening everywhere
- **Secure and scalable enterprise platform** – created by leading software architects with security built in from the start
- **Teams dictate the way Lumi works for them**, not the other way around
- **Easily customised** to suit any project and workflow



By producers for producers

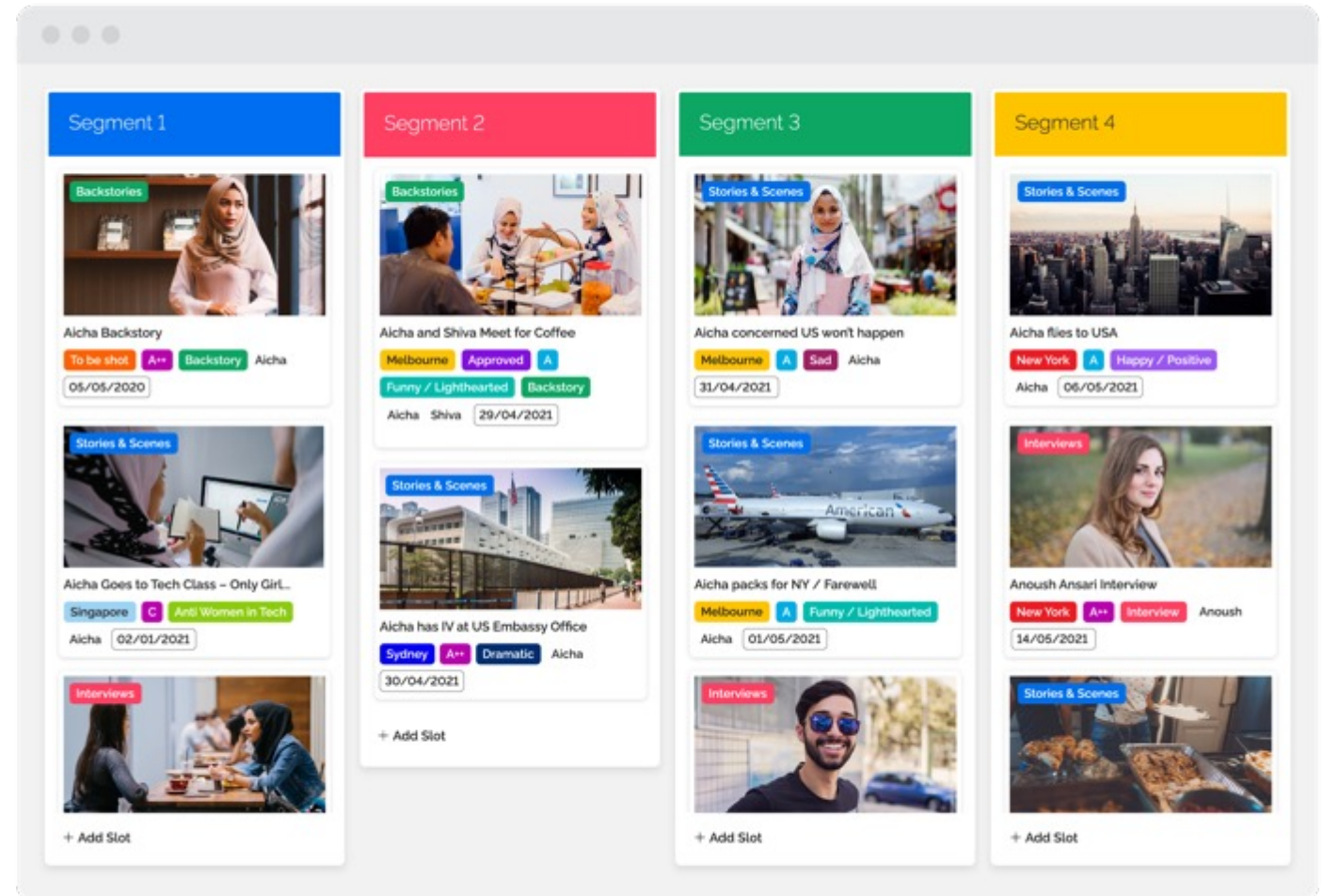
Empowering creative productivity



# Customise your Lumi to suit every project and way of working

Each Lumi project builds the same way your creative project builds – organically, with the input and decisions of many people.

You dictate how Lumi works for you, not the other way around.

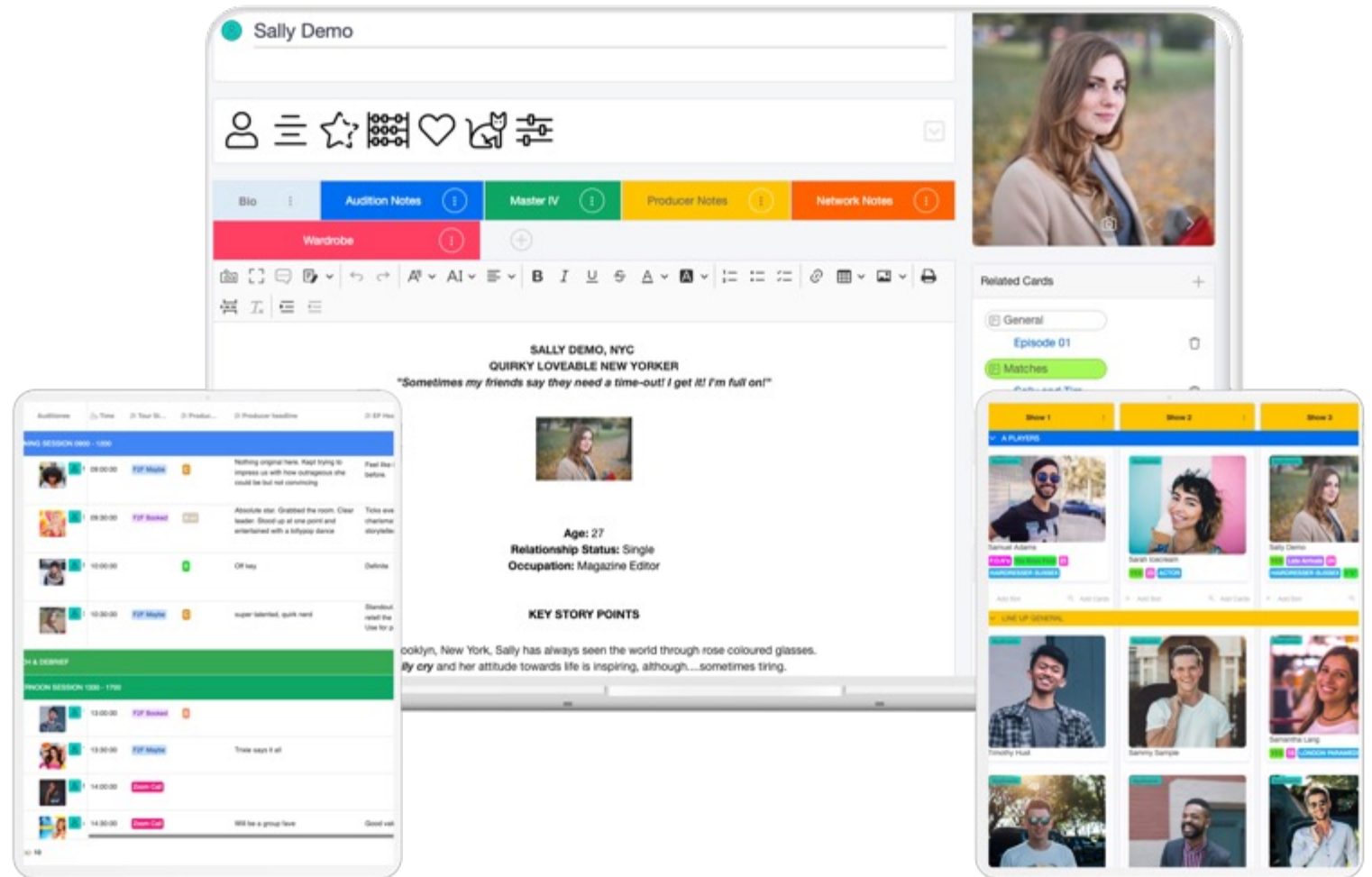


# Seamlessly integrate content, teams and workflow

All inputs – such as casting decisions, shoot logs, field notes and production essentials – instantaneously flow across teams and production stages.

Any confidential information such as contracts, PII, HR issues – anything private – can be securely stored in Lumi vaults.

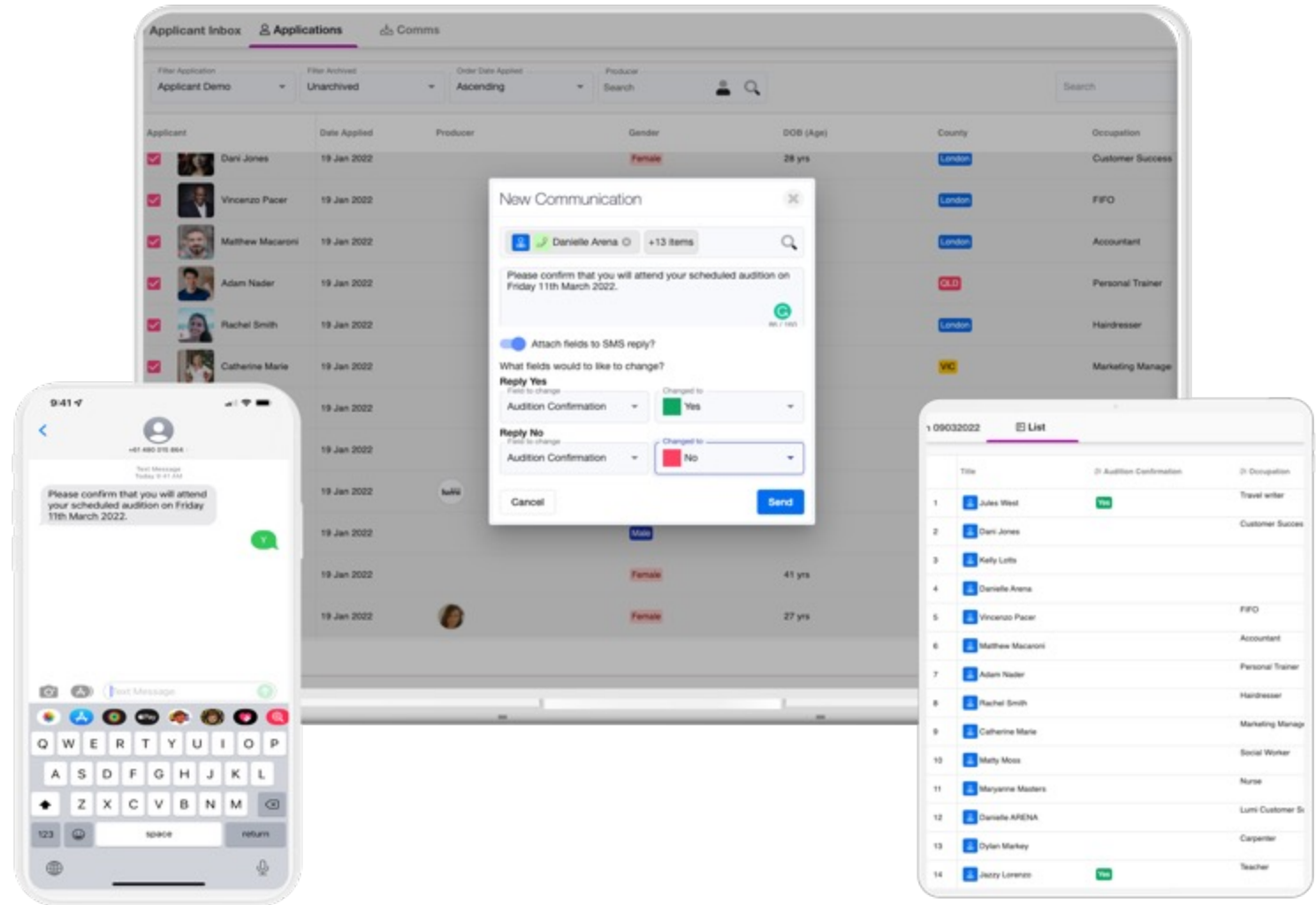
Scale your workforce up and down, bring people up to speed quickly, and provide immediate context for every role.



# Advanced two-way communication

Designed for the TV and entertainment industry, teams can create and send templated emails and text messages to everyone from within their project.

The ability to communicate in bulk and then capture, collate and store responses improves team efficiency, reduces duplication and ensures that communication is consistent and trackable at all times, no matter which team member reaches out.

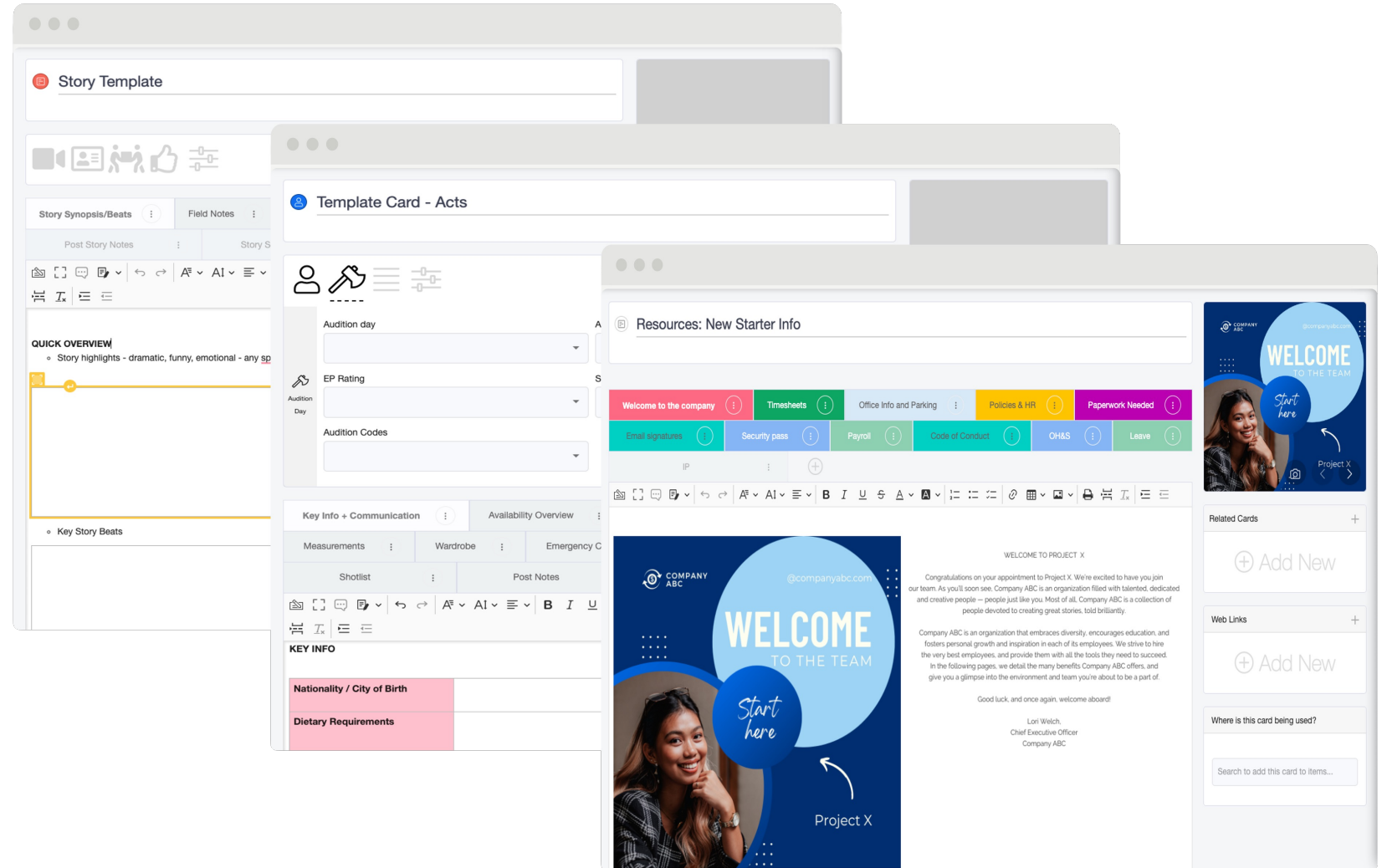




# Maximise every production hour

Although Lumi doesn't feel like software, being able to template how information is collected, recorded and stored brings consistency to the business, removes manual, repetitive steps and ensures nothing is done twice.

Lumi won't get in the way of the creative process. It will give your team back time to focus on what's important to your audience – making great content.



# Real-time management visibility over every project

Increase the impact and influence of senior staff by providing the full picture and the detail of every project. Understand where money is being spent, catch mistakes early, make agile assessments and provide immediate support to teams regardless of proximity.

The dashboard shows a table of crew members organized into two teams, Team A and Team B. Each row includes a checkbox, a crew member's name, their role, department, start and end dates, and a rate. A detailed profile for Aaron AD is shown on the right, including personal information, medical records, and status.

	Crew Name	Notes/Comments	Department	Start Date	End Date	Rate
<b>Team A</b>						
<input type="checkbox"/>	Aaron AD	Stellar employee. Rave reviews.	Camera	29 Mar 2021	03 May 2021	\$5,000
<input type="checkbox"/>	Axel Art		Art	31 Mar 2021	05 Apr 2021	\$600
<input type="checkbox"/>	Charlie Camera	Sticky rate negotiations	Camera	31 Mar 2021	30 Apr 2021	\$7,500
<input type="checkbox"/>	Chris Camera		Camera	01 Jun 2021	28 May 2021	\$8,000
<input type="checkbox"/>	Pauly Producer		Production	29 Mar 2021	01 Jun 2021	\$2,500
<input type="checkbox"/>	DOP / Director Dave		Camera	05 Apr 2021	09 Apr 2021	\$20,000
<input type="checkbox"/>	John Camera / DOP	Rest of camera built on his recommendations	Camera	07 Apr 2021	31 May 2021	\$10,000
<input type="checkbox"/>	Penny Producer	Keep her separate to Andrea's team	Casting	05 Apr 2021	31 May 2021	\$1,500
<input type="checkbox"/>	Peter Photographer		Publicity	16 Apr 2021	31 May 2021	\$800
<b>Team B</b>						
<input type="checkbox"/>	Almee Accounts		Accounts	24 Mar 2021	30 Nov 2021	\$1,000
<input type="checkbox"/>	Andy Accountant		Accounts	30 Mar 2021	30 Nov 2021	\$5,000
<input type="checkbox"/>	Caitlyn Co-ord	A little green may need support?	Production	08 Mar 2021	25 Oct 2021	\$2,000
<input type="checkbox"/>	Lachlan Lighting		Lighting	31 Mar 2021	19 Apr 2021	\$2,500
<input type="checkbox"/>	Adam Audio		Audio	31 Mar 2021	04 Jun 2021	\$5,000

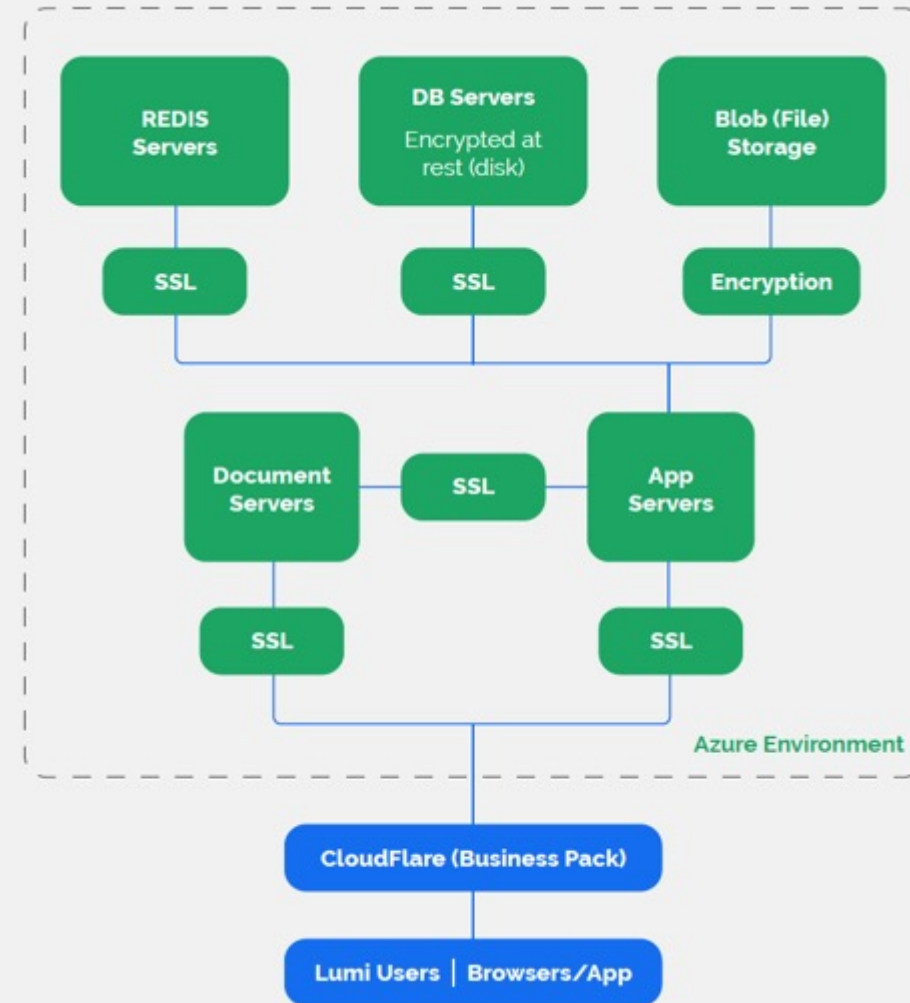
**Aaron AD Profile:**

- DOB:** 15/11/1995
- ABN:** 67493818
- Religious Requirements:** Vegetarian, Vega
- Specify Allergy:** Shellfish
- Medical Condition:** Yes
- Specify Medical Condition:** Asthma
- Covid Test 1 Scheduled:** 07/04/2021
- Covid 1 Results:** Pending results
- Temp Check Test 1:** 36.3
- Covid Test 2 Scheduled:** 08/04/2021
- Covid 2 Results:**
- Temp Check Test 2:**
- Latest Status / Communication:** Emergency & Medical, Gear / Equipment List, Showrest / Links, Travel Info, Measurements, Reference Checks, Licenses, Employment History, Insurance, Notes, Meeting minutes 15/4
- Freelance:** Yes

## Secure and scalable

Although Lumi is designed by producers, our enterprise platform has been built by leading software architects with decades of experience in secure and scalable systems and data management.

Lumi is powered by Microsoft Azure and protected by Cloudflare and Secure Stack. Lumi has strong user authentication (Okta and Identity Server integrations, plus 2FA) and encrypts data in transit and at rest.



# Support and partnership

Our always-on customer support team understand the time-critical nature of the TV and entertainment businesses.

Our producers work beside you all the way, so you and your team can make the most of your Lumi.





# You're in good Company - Organisations

EndemolShine  
Australia



OBJECTIVE  
MEDIA  
GROUP



JAMTV  
AUSTRALIA



iag

nova

GRITTY  
talent.

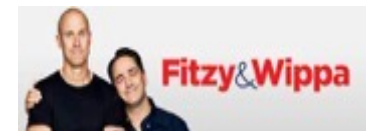


RACING.COM



AFTRS

# You're in good Company - Shows



# Testimonials



"Lumi isn't about substituting or over-systemizing the creative process, it's about giving me the opportunity to focus on the creative process more."

**Sheldon Wynne**  
Senior Post Producer  
JamTV Australia

"Lumi affords people with restricted budget to spend more time and effort on the creative and less time on admin. Give your creative team maximum time to be creative - rather than wasting time on admin."

**Martin Ferreira**  
Director of Post-Production  
Fremantle Australia

"Lumi has been an invaluable resource across the entire Luxe Listings production. To have one centralised interface that allows field and post to seamlessly store and share all digital information is a game changer."

**Melinda George**  
Series Producer, Post – Luxe Listings Sydney  
Eureka

"The potential of using Lumi to simplify your production management process and reduce double-handling is only limited by your imagination. As a production information hub, Lumi has made sharing accurate and up-to-date information with the team, seamless."

**Tao Yu**  
Production Coordinator - Emergency  
WTFN Productions

"I love Lumi because it's all there in front of me. It's very visual and I don't have to go searching through drives and bins and folders that I can't remember the name of."

**Sonya Wilkes**  
Executive Producer – Pooch Perfect  
Beyond International

"Lumi has enabled executives on the show to be immediately responsive to a story that happens in the field."

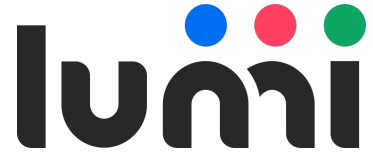
**Daniel O'Sullivan**  
Producer – Making Their Mark  
A JamTV co-production with Amazon Australia

Getting my producers set up on the new series was incredibly quick and easy because everything was already set up and ready to go from the previous series."

**Phoebe McMahon,**  
Series Producer – Survivor Australia,  
Endemol Shine Australia

"If we aren't in Lumi from the time we meet them with our eyes we are wasting time and information."

**Digby Mitchell**  
Executive Producer – Australia's Got Talent  
Fremantle Australia



Collaborative work management  
software maximising every  
production hour



Experience Lumi by  
scanning the QR code  
or visit [lumi.media](https://lumi.media)

