

PRESS RELEASE

S4M & ANNOVA at NAB 2011

Software Experts strengthen collaboration at world's biggest broadcast fair

Cologne/Munich, Germany – March 18, 2011 – S4M – Solutions for Media and ANNOVA Systems will present their joint solution portfolio at NAB 2011. In booths N6229 - N6231, the two expert companies for broadcasting software will showcase state-of-the-art solutions for Newsroom Control, MAM and Broadcast Management at the world's biggest broadcast fair.

The main focus of the joint presentation will be an enhanced integration between S4M's VPMS Media Asset Management system and ANNOVA's OpenMedia Newsroom Control system. Since both companies have collaborated for many years, the combined solution offers the most seamless workflows for using video in a newsroom environment.

S4M's VPMS (Video Production Management System) stands for professional Digital Media Management. Designed to fit the needs of professionals in broadcast video management, its flexibility and modularity make it an all-purpose solution with a wide scope of uses. VPMS comes with powerful applications such as video browsing, metadata generation and management, draft editing with voice-over, and audio editing – all available at the user's desktop PC.

In addition to VPMS, S4M will also show the systems Dynamics Media and ClipJOCKEY. Dynamics Media is S4M's "All-in-One" solution for all Broadcast Management needs. Different modules combine license, material and asset management, program planning as well as air-time sales. During NAB, the S4M team will show how TV Broadcasters can work more effectively and cost efficiently using Dynamics Media. ClipJOCKEY is S4M's studio production tool that enables customers to use the best features of their video server hardware as a real multi-channel production tool. ClipJOCKEY supports a wide variety of tasks from ingest to playout, recording from live sources to producing TV shows without tapes. At NAB 2011, S4M will present ClipJOCKEY version 2.0 for the first time!

PRESS RELEASE

With the launch of version 3.8, ANNOVA's NRCS OpenMedia continues to evolve ahead of the curve. Busy news teams, sports broadcasters and live shows will all benefit from the new planning and calendar functions.

In today's unpredictable news environment, the need to manage resources has never been greater. The ANNOVA team will be demonstrating how OpenMedia's new „TEP“ (Theme & Event Planning) module means that planning information is captured as early as possible, offering synergies in planning and production, and ensuring that the right resources are always in the right place at the right time.

Visitors to the stand will be excited by the Journalist Editorial Portal (JEP), new for NAB 2011, a radical new way for organisations to relate to, share and manage newsroom assets. The JEP brings information from a huge range of sources to the desktop while giving the journalist the tools to analyse, manage, and enrich the information available.

Additionally the OpenMedia iPhone app, demonstrated on the stand, ensures that breaking news and vital information is available to OpenMedia users- offering them huge advantages in timely and accurate knowledge.

Integration with S4M products is a key and continuing part of OpenMedia's development strategy and visitors to the stand will be able to see tighter-than-ever integration between OpenMedia and S4M's products including VPMS and ClipJOCKEY. Configurability and context are the keywords as OpenMedia is able to launch layouts from VPMS entirely dependent on context.

OpenMedia is, as always, committed to multi-platform output. As well as TV/web workflows ANNOVA will be demonstrating radio workflows in action with DAVID Radio Production tools.

S4M and ANNOVA Systems will be present at the NAB Show 2011 (April 11-14) at booths N6229 - N6231. Dynamics Media will be presented exclusively at the Microsoft booth SL 3812. Visit us and let's talk about how our solutions can help!

PRESS RELEASE

ANNOVA Systems GmbH

ANNOVA Systems provides software solutions and services to help newscasters and interactive content producers streamline their news and production workflows. With more than 15,000 users worldwide and 20 years proven experience in news technology, ANNOVA OpenMedia is the leading independent news production and rundown management system today. Its users include newsrooms of the broadcasting services amongst others, ARD, BR, Deutsche Welle, SR, SWR, WDR, RSI, Swiss Radio DRS, RTR, Omroep Gelderland, RFI and RTL TVI. ANNOVA Systems are used by both private and public organizations around the world. Headquartered in Munich, ANNOVA Systems GmbH is a privately-owned company. For more information on ANNOVA Systems, please visit www.annova.tv or contact info@annova.tv.

Solutions for Media GmbH

The Cologne-based company S4M – Solutions for Media, a subsidiary of arvato systems and RTL Television, develops and distributes specialized software solutions for the broadcast and new media industry. Customers in 30 countries around the world use S4M systems for commercial airtime sales, video content management, program planning, rights licensing, ratings evaluation, or production planning. S4M also offers customers professional consulting services based on its experience and knowledge of media and information technology. For more information on S4M, please visit www.s4m.com.

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