

## **ANNOVA BROADENS INTEGRATION LINEUP**

*IBC Demo with S4M VPMS integration is latest example of proven deployments.*

**Amsterdam, The Netherlands – September 12, 2008** – ANNOVA Systems, the developer of the enterprise newsroom system OpenMedia, continues to build an impressive list of technology partners, including S4M whose video production system (VPMS) is being shown fully integrated with ANNOVA's OpenMedia 3.5 system at the IBC 2008 conference held in Amsterdam from September 12 through 16, 2008 in hall 10, stand D15.

*"What we're showing with OpenMedia and S4M video production system is an excellent example of how OpenMedia's integration capabilities impact workflows in a very positive way," says Michael Schueller, CEO, ANNOVA Systems. "OpenMedia is truly open for integrations and that means our customers have real freedom of choice when considering other parts of their news production and delivery platforms."*

The smooth integration results from the OpenMedia Interface Services (OMIS) which provides plug-in integration capabilities. The complete OpenMedia newsroom and S4M video production workflow has already been deployed with great success.

*"The integration between the S4M Video Production Management System and the OpenMedia newsroom offers tremendous productivity gains to newsroom operations," says Holger Noske, S4M's Vice President Digital Media Management. "We've seen the kinds of workflow improvement the VPMS-OpenMedia combination can bring at Deutsche Welle and NDR. It's much easier for journalists to work in a single, integrated environment - with S4M's VPMS with desktop video browsing, video and voice-over tools within the OpenMedia interface. It's transparent for the users. They just focus on creating their stories. And from a technical point of view, the integration was straightforward and painless to deploy."*

Based on the latest standards, OpenMedia has proven expertise in providing the most diverse and complete integrations available, including with the industry's leading editing, graphics, layout, automation, and archive systems and hardware.

### **About OpenMedia**

OpenMedia is an advanced Newsroom Computer System (NCS) that provides maximum flexibility, speed and scalability for handling the essential tasks of broadcast news production – from wire management, scripting, rundown planning and playout control. OpenMedia is infinitely scalable with a client-server architecture that delivers robust, reliable performance even with thousands of simultaneous users connected to a single server. Highly configurable, the system can be adapted to meet diverse workflows. The system is fully compliant with the Media Object Server (MOS) protocol, and the OpenMedia Interface Services (OMIS) framework facilitates the integration of 3rd party systems including video production systems, automation and studio devices.

### **About ANNOVA Systems GmbH**

ANNOVA Systems GmbH provides software, development, consulting and implementation services for the broadcast industry. With over 10,000 users, their flagship OpenMedia solution is considered one of the leading enterprise newsroom systems on the market today. The flexible architecture supports enterprise and complex workflows, incorporating leading broadcast technology.

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