

ANNOVA SYSTEMS EXPANDS GLOBALLY WITH NEW OFFICES AND INTERNATIONAL SALES NETWORK

Brian Pocock Named Director of Sales for Asia-Pacific

Amsterdam, The Netherlands – September 12, 2008 – ANNOVA Systems, the developer of the enterprise newsroom system OpenMedia, today announced a global expansion of its sales effort with the opening of new offices in the United States and Asia and the formation of an international network of agents who will provide sales and product support for OpenMedia.

"The American and Asia-Pacific markets areas are very important to our strategy, and with offices based in these key regions, we will be able to better promote and sell the OpenMedia solution," said Michael Schueller, CEO, ANNOVA Systems. "As the market leader in German-speaking countries, the OpenMedia newsroom system has proven itself in one of the toughest and most demanding market places. We want to leverage our engineering expertise and industry experience to grow the OpenMedia business globally."

Brian GC Pocock joins ANNOVA as Director of Sales in the new Singapore office. Pocock is an experienced media professional who has long-standing relationships with broadcasters and integrators in the Asia-Pacific area. He most recently represented Quantel in the region.

"Brian has tremendous knowledge of newsroom and television workflows," says Michael Schueller. "He understands the full functionality and technology edge that OpenMedia brings to news organizations. As an integral part of our team, Brian will spearhead OpenMedia's success in the fast-growing Asia markets."

In addition to the new offices which will open 4Q this year in Chicago, Illinois and Singapore, ANNOVA also announced a series of new international sales and support partnerships.

"Our alliances with these regional integrators and sales agents in Poland, Turkey, Italy and the United States certainly expands our sales effort, but it also provides an additional level of technical and product

support to OpenMedia customers," says Michael Gamboeck, Sales Director for ANNOVA Systems. "These partners have close relationships with broadcasters in their areas and they can now offer OpenMedia as the premium newsroom solution to their customers."

In the United States Micor Media, a leading consultant to the broadcast and post production community, is adding OpenMedia to its list of premier products.

"OpenMedia is very unique in that it really adapts to a full range of workflows. The system scales very well and is incredibly versatile. In addition to its newsroom functionality, we see a lot of traction with OpenMedia's strong metadata management, especially for multi-media news operations."

In Poland, Studiotech a leading broadcast system integrator, has begun representing ANNOVA Systems, and has already confirmed a major sale of OpenMedia to a Ukrainian broadcaster with installation scheduled for January 2009.

"OpenMedia fits well into our product and services offering and we believe that our customers will appreciate the completeness and flexibility of the system. With the wide range of possible integrations and a very impressive list of installations, OpenMedia is very impressive," says Elwira Machowska, Managing Director of StudioTech Poland.

In Turkey Bilgi Elektronik represents ANNOVA Systems and they believe OpenMedia will be well received in the marketplace.

"OpenMedia's UNICODE multi-language support will be very important in this region," says Askin Erdemir, CEO of Bilgi Elektronik. "In addition to its proven functionality, we also know that OpenMedia's integration capabilities, with so many deployed systems with all the leading products, instills a great deal of confidence.

ANNOVA Systems will continue to add new dealers and integrators to its international sales and support network.

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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