

ANNOVA SHOWCASES OPENMEDIA VERSION 3.5 WITH NEW PRODUCTIVITY AND SHARING TOOLS AT IBC 2008

Cross-Media planning, improved Gallery control, shared workflows and streamlined workflows with full video production integration

Amsterdam, The Netherlands – September 12, 2008 – Annova Systems, the developer of the enterprise newsroom system OpenMedia, is demonstrating new features and enhancements in the latest version OpenMedia 3.5 at the IBC 2008 conference held in Amsterdam from September 12 through 16, 2008 in hall 10, stand D15. Annova is introducing powerful new tools to improve productivity including cross media planning, event planning and enhanced control room functionality. Also on the show floor, new options for information sharing, including WebClient which allows Internet access to OpenMedia databases and OpenMedia Connect which facilitates sharing between different OpenMedia systems. A new administration tool simplifies the administration of multiple OpenMedia systems will also be shown.

Annova is also demonstrating the robust integration capabilities of its plug-in OMIS interface with OpenMedia 3.5 fully integrated with the Video Production Management System (VPMS) from Solutions 4 Media (S4M) producing a unified workflow for the journalists and a complete end-to-end solution.

"OpenMedia 3.5 is a comprehensive newsroom system that provides maximum productivity in a truly flexible environment. This latest version and new features extend the already powerful capabilities. Open Media is truly open...for workflow, for connection, for multi-cast and for the future," says Michael Schüller, CEO, Annova Systems. "We don't dictate workflows, we configure OpenMedia to match customers' preferences. And we are absolutely open when it comes to integrations with successful deployments with the industry's leading systems. The integration with the S4M video production system is an excellent example of how OpenMedia creates a seamless workflow to enhance productivity. And we're open for multi-cast. The strong metadata management and data exchange capabilities of OpenMedia, help customers better manage their content for radio, TV, the web and other platforms. We're open for the future as well with a system that is infinitely scalable and that can be increased over time. And we're

ready to incorporate best of breed technologies as they become available. OpenMedia's enterprise newsroom solution provides the ultimate in functionality and flexibility."

New Features in OpenMedia 3.5

Cross-media Planning - This new feature in the OpenMedia Newsroom Computer System greatly improves multi-media planning and coordination across different production units such as radio, TV or web departments. Planners create "cross-media containers" which are available to the relevant department. OpenMedia links all the external (wires, web links, etc) and internal information (clips, stories, etc.) about that story to the container, making it easy for anyone involved to see the collected body of materials. The current status of the various components is also displayed and OpenMedia also automatically "tracks back" information about how and when the story was used.

eGallery is a powerful, optional feature of OpenMedia's Newsroom Computer System that allows control room operators to create customized and role-specific views of the rundown with detailed information about the individual functions under their responsibility. Each operator can configure a preferred view of the essential rundown data including title, status and timing elements with custom displays with additional data fields that are most relevant to his role. Gallery View (known as eRegie in Germany) helps eliminate the error-prone paper handling in the control room.

Event Calendar - This new module for date and event planning offers improved show planning capabilities for organizing and bundling events and related materials for stories or shows. The Event Calendar allows journalists to identify, locate and access all contacts, sources, reference files, research, video and other useful data related to a particular event. Particularly useful for large projects and coverage of major events. Calendar can be seen in day, week and monthly views. Items can be automatically entered from agency sources and assignments can be made directly from the event planning calendar.

New Administration Tool - The new administration tool in OpenMedia 3.5 greatly simplifies the administration of multiple OpenMedia Connect systems. Administrators can manage user rights, permissions and other functions of

multiple systems from a single interface. Microsoft Active Directory Service and Novell eDirectory are both supported to improve administration across distributed computing environments.

OpenMedia Connect and WebClient Access

OpenMedia Connect allows different OpenMedia systems to view and exchange materials between multiple OpenMedia systems, whether they are located in the same building, across town or across the country. Regional sites can easily view, control and share materials; access and level of sharing is based on a strict set of rights and permissions.

OpenMedia WebClient allows users to connect to an OpenMedia system via the Internet without needing OpenMedia software on their laptop or PC. Users can directly browse data and create documents.

OpenMedia Plug-in Integration with S4M VPMS

The OpenMedia Interface Services (OMIS) provides a straight-forward plug-in interface for third-party systems. The OMIS integration with S4M production system provides a seamless workflow for journalists using OpenMedia to work with S4M's desktop video browsing, video and voice-over tools within the same interface. All work and metadata created with S4M is saved and available from within OpenMedia.

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, playout, 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.

OpenMedia at IBC

In addition to its stand in hall 10 D15, OpenMedia will also be shown in cooperation with Solutions 4 Media (S4M) at their booth in hall 3 B30 and also with VCS Engineering at stand 10.D20.

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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