

## **ANNOVA SHOWCASES OPENMEDIA 3.5 WITH NEW PRODUCTIVITY TOOLS AND TURNKEY PACKAGES AT BROADCAST INDIA**

*Cross-Media planning, improved Gallery control, shared workflows and integration with S4M Video Production Management System.*

**Munich, Germany – September 30, 2008** – ANNOVA Systems, the developer of the enterprise newsroom system OpenMedia, is demonstrating new feature enhancements in OpenMedia version 3.5 at Broadcast India 2008 held at the Bombay Exhibition Centre in Mumbai from October 17 through 19, 2008 in hall 6, stand E-520. ANNOVA is showcasing powerful new tools to improve productivity including cross media planning, event planning, enhanced control room functionality and information sharing. A new administration tool which simplifies the administration of multiple OpenMedia systems will also be shown.

Also on the show floor, a full integration with the S4M - Solution for Media Video Production Management System (VPMS) highlights the robust integration capabilities of OpenMedia's plug-in OMIS interface to produce a unified workflow for journalists. ANNOVA is also introducing a range of end-to-end system packages which facilitate complete and speedy implementation of OpenMedia systems.

*"OpenMedia 3.5 is a comprehensive newsroom system that provides maximum productivity within a truly flexible framework. OpenMedia is infinitely scalable with an architecture that can support thousands of simultaneous users, and now we also have turnkey packages that give smaller newsrooms the same professional working environment with minimal installation time," says Michael Schüller, CEO, ANNOVA Systems. "We don't dictate workflows. We configure OpenMedia to match customers' preferences. The integration we're showing with the S4M video production system is an excellent example of how OpenMedia creates a seamless workflow that enhances productivity. OpenMedia is truly open - for workflow, for connection and for multi-cast. The strong metadata management and exchange capabilities of OpenMedia help our customers to manage their content for radio, TV, the web and other platforms. We're open for the future as well. Our system can grow easily over time and we incorporate best of breed technologies as they become available. The OpenMedia 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. eGallery (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 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.

## **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.

## **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.

### **About S4M – Solutions for Media GmbH**

The Cologne based company S4M – Solutions for Media, a subsidiary of arvato systems and RTL Television, develops and distributes software solutions specialized on the broadcast- and newmedia industry. Today, S4M systems are used in 30 countries around the world. Whether commercial air time sales or video content management; whether program planning, rights licensing, ratings evaluation or production planning: S4M has got the solution. Furthermore, the S4M portfolio includes professional consulting services to pass along combined knowledge of media and IT to customers.

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