

## **ANNOVA TARGETS RUSSIAN MARKET**

### **DEMOS OPENMEDIA AT NAT EXPO 2008**

*Leading provider of Newsroom Computer System seeks regional partners.*

**Munich, Germany – October 30, 2008** – ANNOVA Systems, the developer of the enterprise newsroom system OpenMedia, is demonstrating its flagship product at the NAT Expo 2008 held in Moscow, Russia from November 18 through 21, 2008. ANNOVA is exhibiting in the Bavarian Pavilion, hall 3 at C54/6, where the company will show OpenMedia version 3.5, a comprehensive, end-to-end newsroom system with powerful tools to improve productivity including cross media planning, event planning, enhanced control room functionality and information sharing. ANNOVA, already the leading newsroom provider in the German-speaking areas, is introducing OpenMedia to the Russian market and is seeking partnerships in the region for product sales and support.

In addition to full presentations of OpenMedia's newsroom and planning functionality, ANNOVA will also demonstrate the extensive and robust integration capabilities of the OpenMedia Interface Services (OMIS). OMIS provides "plug-in" integrations with a wide range of industry-standard software and devices. In the booth, an OpenMedia integration with the Solutions 4 Media (S4M) Video Production Management System, will be shown. ANNOVA is also offering end-to-end system packages, including hardware choices which facilitate complete and speedy implementation of OpenMedia systems.

*"OpenMedia is a complete newsroom computer system that delivers unmatched flexibility and functionality," says Michael Schueller, CEO, ANNOVA Systems GmbH. "We are well established in western Europe, supporting major broadcast operations with thousands of simultaneous users. We are currently seeking partners who can represent OpenMedia in the fast-growing Russian broadcast market. Realizing the different needs, we've created turnkey packages including hardware from leading vendors that allow us to extend the same professional working environment of OpenMedia with minimal installation time to broadcasters of any size," says Michael Schueller. "OpenMedia includes full UNICODE support and the system can be configured to match customers' workflow preferences. We've successfully implemented OpenMedia with numerous production, media asset management and playout platforms. OpenMedia is truly open - for workflow, for connection and for multi-cast. The metadata management and exchange capabilities of OpenMedia allow our customers to manage their content for radio, TV, the*

*web and other platforms. We're open for the future as well, always incorporating best of breed technologies as they become available. We're very pleased that we can now bring the OpenMedia newsroom solution to Russian broadcasters."*

## **OpenMedia Enterprise Newsroom Computer System**

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 Plug-in Integration (OMIS)**

The OpenMedia Interface Services (OMIS) provides a straight-forward plug-in interface for third-party systems. Shown on the stand at NAT Expo 2008, the OMIS integration with S4M production system demonstrates the seamless workflow created for journalists who use 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.

## **New Features in OpenMedia 3.5**

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 error-prone paper handling in control rooms.

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.

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.

## **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.

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