

IBC 2009 Preview

ANNOVA SYSTEMS will present the new version 3.6 of the newsroom system OpenMedia at IBC 2009 (Hall 10, Booth D15):

New: StoryBins for comprehensive gathering of all news relevant information for one topic; HotStandby, high availability through distributed systems architecture; Structured handling of user generated content; Web Distribution for repurposing of already produced content; Preview of a SharePoint integration for presenting news content in a portal environment (journalist cockpit)

Munich, 07.08.09: At this year's IBC, ANNOVA SYSTEMS will present version 3.6 of the newsroom system OpenMedia. Significant improvements in architecture and functionality give journalists of modern news coverage more options to produce and distribute their stories faster. OpenMedia is the most used newsroom system in the German-speaking Area which combines functionality, scalability and user friendliness to perfectly support the workflow of today's news making - from the idea to broadcast.

With the newly introduced StoryBin, OpenMedia 3.6 addresses the problem of unstructured information-gathering for one topic. The StoryBin presents itself to the journalist as a central planning container which holds all available information that he requires for his story. Thus this information can be any type of media, such as text, video, audio, images or email attachments. Similar to a database-supported relation management system, the StoryBin allows a user to gather, process and manage topics across editorial departments. All users can contribute to or use the content in different ways - even in remote locations. Through consequent tracing the usage of single assets can be tracked all the way along the publication process. Thus accidentally issued repetitions can be omitted and the reuse of content can be controlled in a better fashion. The StoryBin presents the top news with background information and media clearly laid out and serves as a basis for the following distribution steps via channels like TV, web or mobile phone.

"The new StoryBin will simplify the work of the journalists. Horizontally-linked cooperation across all departments while maintaining access and usage control enable a faster and more efficient news coverage.", says Michael Schüller, CEO of ANNOVA SYSTEMS. Questions like 'Do I have ALL relevant information? Is this the latest version? How often was this topic used? Who else is working on the same story?' are quite common in a journalist's daily work - StoryBin will make them obsolete. The answers can be found in the StoryBin.

New development of the OpenMedia technical architecture has added improvements to the high-availability of the OpenMedia system. The new **HotStandby** feature achieves highest system stability without typical IT-clustering and in case of a hardware failure users will not be aware of any problem. Immediate take over of all data guarantees unobstructed work on all workstations. This is achieved by means of distributed system components as well as automatic replication of the databases and backup of application data.

To process the latest news sent in by eye-witnesses faster, OpenMedia now structures multimedia data through a special pool for user generated content (UGC). Incoming material can consist of emails, images and video captured with mobile phones or imported from communication platforms like Facebook or Twitter. Through a prior approval process, the content can be filtered and then either be assigned to a single department or published to everyone. The same platforms can be used for distribution of news out of

OpenMedia and allow direct interaction with the remote correspondent on-site or the community

Web Distribution - journalists in the editorial department for web may use OpenMedia to create their web articles or reuse existing stories from other departments. In the StoryBin, URLs and web pages can be easily stored after research. Complete rundowns of TV news shows including video content, images and text can be handed over to an attached web content management system and immediately be presented on a webpage. This multi-usage of content can also be applied in the field of mobile phones.

Based on Microsoft's SharePoint technology, ANNOVA will issue a new client application of OpenMedia that employs webparts - Sharepoints control elements for webpage creation to show future applications using newest technologies. Because of its everywhere-availability, the SharePoint portal is beneficial to the journalist to provide easy access the newest information. Another advantage of the SharePoint technology is that not only OpenMedia, but also other content can be gathered and displayed.

The solutions around OpenMedia will also be shown at IBC on ANNOVA partner booths at Microsoft, VCS, Harris and S4M.

About Annova OpenMedia

Annova Systems provides software solutions and services to help newscasters and interactive content producers to streamline their news and production workflows. With more than 10,000 users worldwide, the ANNOVA OpenMedia platform is the leading independent news production and rundown management system today. ANNOVA systems are used by both private and public organizations around the world. Headquartered in Munich, ANNOVA Systems GmbH is a privately-owned company.