



## PRESSRELEASE

### **ANNOVA SYSTEMS welcome a new partner** **ANNOVA Systems and Gencom Technology announces preferred partnership**

Munich, Germany – June 14<sup>th</sup>, 2010

ANNOVA Systems, developer of the leading newsroom solution, OpenMedia, today announced a preferred partnership with Gencom Technology, a leading system designer and integrator in the Asia-Pacific region. Gencom Technology has provided solutions and products to Broadcasters from basic equipment to Broadcast Trucks, Studios, Head-End and complete Television Network Solutions since 1969.

The relationship will effectively open new sales offices in the Australia, New Zealand, Singapore, Thailand, Vietnam, and Indonesia markets. Accordingly, the preferred partnership with Gencom Technology is a logical step to meet dynamic newsroom development in Asia.

Ray Sanders, CEO of Gencom Technology says: "We are delighted to announce this new partnership with ANNOVA Systems. Gencom takes pride in integrating innovative solutions to the broadcast industry. Working with ANNOVA's OpenMedia newsroom solution will further enhance our portfolio to service our customers in the dynamic Asia-Pacific region."

"For ANNOVA Systems the relationship with Gencom Technology is very important - it will allow us to establish our Newsroom System, OpenMedia, in this interesting and vibrant market. Gencom Technology, with their experience and extensive connections, is the ideal partner for us - we are looking forward to acquire interesting projects in this region with them." said Michael Schueller, CEO ANNOVA Systems GmbH.

ANNOVA Systems and Gencom Technology are presenting their innovative products at the Broadcast Asia 2010 exhibition in Singapore, from 15th to 18th of June 2010 at booth number 7N3-01.



## **About Gencom**

Gencom is a leading provider of integrated broadcast solutions, which has built a strong reputation in inspiration, partnership and support over the last 40 years. Gencom's investment in not only the finest technology but the training of their staff in areas of HDTV transmission, media asset management and delivering technologies like IPTV on a global scale, has made them one of the most talented and experienced design and support services world-wide.

Gencom now has offices in Sydney, Singapore, Johannesburg and Wellington with a head office in Auckland, New Zealand and design centres in Auckland and Singapore providing end-to-end technology solutions for the broadcast, multimedia and telecommunications industries.

Further information visit: [www.gencom.com](http://www.gencom.com)

## **About OpenMedia**

OpenMedia is an advanced news management solution featuring powerful tools that enable highest productivity levels in story tracking, cross media planning, event planning, rundown management, web distribution, control room functionality, information sharing and playout control.

OpenMedia, the comprehensive, all-in-one Newsroom Computer System enables the development a story from concept through to broadcast. It provides for flexible workflows in line with news requirements and offers well established integration with the existing IT and production environment.

## **About ANNOVA Systems**

ANNOVA Systems provides software solutions and services to help newscasters and interactive content producers streamline their news and production workflows. With more than 15,000 users worldwide and 20 years proven experience in news technology, ANNOVA OpenMedia is the leading independent news production and rundown management system today. Its users include newsrooms of the broadcasting services, ARD, BR, Deutsche Welle, SR, SWR, WDR, RTSI, Swiss Radio DRS, RTR, Mediaset, RFI and RTL TVI.

ANNOVA Systems are used by both private and public organizations around the world. Headquartered in Munich, ANNOVA Systems GmbH is a privately-owned company.

For more Information on ANNOVA Systems or requests for graphics, please visit [www.annova.tv](http://www.annova.tv) or contact [info@annova.tv](mailto:info@annova.tv).



**Press Contact:**

**Gencom contact:**

Ray Sanders

E-Mail: [rsanders@gencom.com](mailto:rsanders@gencom.com)

<http://www.gencom.com>

Tel.: +64 9 913 7500

Mob: +64 21 270 4492

**Gencom PR contact:**

Jennifer Richardson Design & Marketing

E-Mail: [Jennifer@jrdesign.net.au](mailto:Jennifer@jrdesign.net.au)

Australia: +61 411 467915

Indonesia: +62 813 3957 2205

**ANNOVA Systems GmbH**

Tanja Schätzler

Dachauer Str. 124

80637 München

Germany

Tel: +49 89 158 155-207

Fax: +4989 158 155-555

E-Mail: [tschaetzler@annova.tv](mailto:tschaetzler@annova.tv)

<http://www.annova.tv>