



PRESSRELEASE

ANNOVA Systems gain new customer: Omroep Gelderland

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ANNOVA Systems, developer of the advanced news management system OpenMedia, is very pleased to announce the conclusion of a deal with Omroep Gelderland, a key public organisation of the Netherlands, and welcomes the station to its customer base with the installation of a more than 100 OpenMedia user license system.

TV Gelderland, Gelderland Radio and Internet are components of the Omroep Gelderland, the public financed broadcasting station for the biggest province of the Netherlands with 2 million people. The main studio is located in Arnhem, while the regional editorial journalists operates from the offices in Apeldoorn, Nijmegen and Doetinchem. Gelderland TV has an average of 350,000 viewers daily and Radio Gelderland is ranked at the top of radio stations in Gelderland for years.

“ANNOVA Systems succeeded against several competitors. The crucial point for our decision was the flexibility and multimedia approach. While other systems were specifically geared towards either tv or radio, OpenMedia can from a generic workflow cater tv, radio, internet or any future outlet in one system.”, so Martin Ouburg, Technical Manager at Omroep Gelderland.

OpenMedia will be installed as the exclusive news management system in all Omroep Gelderland studios. The installation and training will take place beginning of July and the go “on air” is expected until September.

The project will be realized together with the partner AA Mediagroup. AA Mediagroup, headquartered in Nieuwveen, combines long-term experience in the IT – as well as Broadcast world and therefore represents the ideal partner for ANNOVA Systems on site.



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 or contact info@annova.tv.

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