

PRESS RELEASE

ANNOVA and DAVID Systems boost interoperability of Radio News Production Systems

At IBC 2010, the two companies will launch a new level of integration of ANNOVA's OpenMedia Newsroom Computer System (NCS) into the DigaSystem® CMS and On-Air environments, based on the MOS protocol. For Radio stations, this solution improves editorial collaboration in news planning, scheduling, production and playout.

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The new integration joins together planning and production, and closes the gap between two leading systems in Radio broadcast, simplifying and accelerating workflows from story conception to broadcast and broadband/web distribution. DAVID Systems, a leading provider of global broadcast solutions, and ANNOVA Systems, a leading newsroom provider, will showcase their interoperability at IBC 2010 in Amsterdam.

To deliver news faster, and to serve several distribution channels simultaneously, Radio workflows need to be integrated and provide optimized synergies from planning to playout. With the integration of OpenMedia into DigaSystem, journalists are now enabled to cover their entire story production workflow with one unified solution, starting with pre-planning and story creation in OpenMedia through content research (browse/pre-listen) in DigaSystem. Media objects can be selected from the DigaSystem database and instantly aligned with stories prepared in OpenMedia. Rundown lists with available stories are likewise sent from OpenMedia to DAVID's Broadcast Server and harmonized with the DigAIRange Radio broadcast scheduling tool. During all of these workflow steps, metadata is kept in sync between both systems.

Interoperability between DigaSystem and OpenMedia is enabled by the Media Object Server Communications Protocol (MOS version 2.8) and implemented via DAVID's DigaMOS application. Using the MOS standard, provides customers with a very flexible and scalable solution which can easily be expanded as MOS evolves.

"Where proprietary islands of applications are bottlenecks and hinder workflow acceleration, DigaSystem's use of the MOS standard is enabling an open and efficient collaboration between all departments involved in news and radio broadcasting," says Vincent Benveniste, CEO, DAVID Systems GmbH. "DAVID's close partnership with ANNOVA Systems demonstrates yet another milestone for DigaSystem on its way to becoming the premier choice for radio news production and tri-media distribution."

Michael Schüller, CEO at ANNOVA Systems expands: "Increased productivity is key for radio stations today. We are excited to add with this partnership another open and smooth route for collaboration from planning of stories, sharing of content all the way to playout. This new integration of OpenMedia and DigaSystem offers streamlined workflows by leveraging existing enterprise environments."

For a demo of the OpenMedia integration please visit DAVID Systems in hall 7 booth 7.G34 and at the Microsoft booth in the Topaz Lounge. You are also invited to contact us at sales@davidsystems.com to schedule a meeting. For more information about DAVID Systems and its products and services, please visit the company online at www.davidsystems.com. Follow news from DAVID Systems at http://www.twitter.com/DAVID_Systems and join DAVID Systems on <http://www.facebook.com/DAVIDSystems>

ANNOVA Systems is showing their solutions in hall 3 booth 3.A.51. Please contact info@annova.tv to arrange a meeting. For more information on ANNOVA Systems and the OpenMedia solutions, please visit www.annova.tv.

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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 amongst others, ARD, BR, Deutsche Welle, SR, SWR, WDR, RSI, Swiss Radio DRS, RTR, Omroep Gelderland, 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, please visit www.annova.tv or contact info@annova.tv.

About DAVID Systems

DAVID Systems GmbH has been developing products and system solutions for the broadcast market since 1991 with a focus on radio, TV, and associated Internet services. The broad product portfolio represents all fields in a typical broadcast workflow as a single, unified system environment – from multimedia production to data exchange and file transfer to play-out and broadcast process control. DAVID Systems products are network capable, centrally administrable, based on standard industry platforms, and share a content management system.

Press Contact ANNOVA Systems

Tanja Schätzler
ANNOVA Systems GmbH
Dachauer Str. 124
80637 Munich
Germany
T +49 89 158 155-207
F +49 89 158 155-555
tschaetzler@annova.tv
<http://www.annova.tv>

Press Contacts DAVID Systems

Andrea Kimpflinger
MarlinsBrain GmbH
Kreitstrasse 6
86926 Greifenberg / Munich
Germany
T +49 8192 99733 13
F +49 8192 99733 29
ak@marlinsbrain.com

DAVID Systems GmbH
Ridlerstr. 31 b
80339 Munich
Germany
T +49 89 540139-0
F +49 89 540 139 50
sales@davidsystems.com
www.davidsystems.com
http://www.twitter.com/DAVID_Systems
<http://www.facebook.com/DAVIDSystems>