



PRESS RELEASE

NDR has ordered integration between OpenMedia and dira!

To make radio programming more efficient in the future, the Norddeutscher Rundfunk (NDR), as part of the ARD Network, has placed an order for the integration between OpenMedia from ANNOVA Systems and dira! by VCS. Both systems will get a tight integration, so that it is anticipated that the journalists at NDR will be able to enjoy the integration benefits within this year.

MUNICH-BOCHUM/ GERMANY – September 1st 2010 - The NDR has placed an order with ANNOVA Systems to integrate their advanced News management system, OpenMedia, with the production and playout system dira!, from VCS Media Broadcasting Solutions (MBS).

As a first step, the integration will be implemented into the whole news department of NDR Info in Hamburg. In the following phases, the project will be rolled out to all the other NDR radio stations in Hamburg as well as in Kiel, Schwerin and Hannover.

The integration will lead to a tighter collaboration of the work processes of the two broadcast systems and improve and shape the workflow for editing and radio production in a more efficient and flexible way.

The implementation is based on proven standard technologies: ActiveX will be used for integration of audio editors in the Open Media Client and the MOS protocol for the exchange of media information and playlists.

The project for NDR will be the third instance of integration between OpenMedia and dira! Systems. It follows after successfully completed projects at the German public broadcasters WDR and Deutsche Welle. As a result, both companies will have extensive joint experience in integration, which will ensure that this project is completed quickly and successfully.

According to Michael Schüller, CEO of ANNOVA: "This latest order of NDR shows us that the market for OpenMedia in the radio world is still very evident. Effective planning and access to and use of all available data in an editorial environment is an essential part of modern radio newsroom workflow. For ANNOVA Systems, this is further confirmation that a successful and longterm cooperation between technology partners and customers is good for everybody involved."



Our longstanding relationship and excellent partnership with VCS has already led to many interesting and trend-setting projects. "

And Dr. Karl-Willi Pieper, head of MBS and board member of the VCS AG says: "The project is another important milestone for MBS.". "It is our aim and practice to provide integrated solutions based on the MOS standard, since the first time we have implemented a solution for such a large radio newsroom at the BBC News nearly 10 years ago. We look forward to future collaboration utilizing MOS integration to development solutions and make them available to our customers as an added value - this is to be true to our maxim: to invest continuously in continuous improvement for our customers. Furthermore we appreciate, that we can intensively look forward to our extremely good partnership with ANNOVA by such an exposed new reference."

About MBS

MBS is a division of VCS AG and has implemented IT systems solutions for professional broadcast and media industry for over 15 years. Based on the product *dira!* ® and *media: fabric* ® MBS develops key systems for leading broadcasters. VCS is a wholly-owned subsidiary of SciSys PLC.

For more information on VCS and MBS, please visit www.vcs.de or contact info@vcs.de.

About ANNOVA Systems GmbH

ANNOVA Systems provides software solutions and services that allows newscasters and interactive content producers to streamline their news and production workflows. With more than 15,000 users worldwide and 20 years proven experience in news technology, ANNOVA Systems OpenMedia is the leading independent news production and rundown management system today. Its users include the well known newsrooms of 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.



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