



FOR IMMEDIATE RELEASE

OpenMedia goes South Africa

Munich, Germany – March 17th 2010 - German public broadcasting group ARD is supplying a mobile OpenMedia system to its journalists for use during the FIFA soccer worldcup 2010 in South Africa. Led by the public station SWR (Südwestrundfunk) a mobile OpenMedia system exactly matched to the needs and demands of large events was designed.

To enable coverage of the FIFA soccer worldcup 2010™ in South Africa, public broadcaster SWR has implemented a mobile OpenMedia editorial system to support planning, scheduling and production in cooperation with ANNOVA. Planned contributions include broadcasts from the German national team camp, press conferences, games broadcasts and the supply of background reports for the whole group of broadcasters. The journalists on site receive their own agency information and access to all sports schedules of news agency DPA. Schedules can be directly imported and managed in the OpenMedia „EventCalendar“ through the use of the EventML G2 standard protocol. The workflow includes a scheduling level (weekly and daily planning) as well as a broadcast planning system based on content containers. In addition the local directors as well as the production process are supported with the OpenMedia „E-Regie“ module. The broadcasters editorial office and broadcast control room at SWR headquarters (Baden-Baden, Germany) are directly networked with the OpenMedia system in South Africa and are always linked to the current flow of the broadcast.

To keep the broadcast planning as flexible and open for other systems as possible, the OpenMedia rundown can be exported via XML and edited independently of OpenMedia on a laptop before being re-imported into OpenMedia.

This builds on the good experience of SWR with OpenMedia during the UEFA Euro 2008™ European soccer cup (in cooperation with the Bavarian Rundfunk at that time) and brings it into a mobile system. It will also offer SWR journalists the chance to locally manage their reporting in their usual OpenMedia framework at large events in the future.

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 you to develop a story from the initial idea through to broadcast. It provides for flexible workflows in line with your requirements and offers ideal integration in the entire 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, is ANNOVA OpenMedia 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.



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For more Information:

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