



PRESS RELEASE

OpenMedia at IBC 2010 in Amsterdam

This year ANNOVA Systems GmbH is presenting the current developments for OpenMedia including several new features offering additional advantages for journalists and editors using OpenMedia.

Munich, Germany – 6. September 2010 – ANNOVA Systems, the leading supplier of advanced News Management Solutions presents the new developments of OpenMedia Version 3.7 from 10. to 14. September 2010 at Europe's largest trade fair for broadcast- and post production, the IBC in Amsterdam.

Professionals will receive exhaustive information about new features and extensions of the leading newsroom system OpenMedia Version 3.7 in hall 3, booth A51.

Some of the highlights:

- **Improvement of the powerful „OpenMedia StoryBin“**

StoryBin offers journalists the chance to handle all relevant information for a story. Not only the media components for a contribution are assembled – the journalist gets a transparent overview of the use of the story. Our workflow shows the cooperation with the video-management system VPMS by S4M and VizRt as the graphics system.

- **OpenMedia WebPortal**

For the first time, we will present this year the use of OpenMedia based on portal technology during IBC. But this is not „just“ a new web client. We offer a portal for journalists that makes all the information from OpenMedia as well as from other applications available for them. The portal, which is based on Microsoft Sharepoint Technology, can be used in addition to the established OpenMedia clients and offers completely new ways to research and access information. We are showing our prototype during IBC to get feedback from our customers and others interested in this trend-forming technology.



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• **OpenMedia "Shotplanning" for SONY XD CAM**

With this special workflow we show the importance of the planning tools in OpenMedia even for the production workflow. Metadata relevant to the story can directly be matched with a SONY XD CAM and are available as planning components to the camera team. This workflow can be further improved using an **Apple iPad** adding or adjusting metadata during the recording. The recorded video material including all metadata can then directly be edited on the iPad and retransferred into OpenMedia. This makes the production workflow for a news story more efficient and the accompanying information is directly and transparently available both to production and editorial teams.

• **Linking and use of Social Networks**

Interfacing with „Social Networks“ is becoming ever more important in the daily work of a journalist. As an example we will show this year that OpenMedia can offer massive advantages and result in strengthened actuality when used with **Twitter**. In addition we show the use of „User generated Content“ as additional information source during research.

"This year we are concentrating our presentations on the planning functionality with OpenMedia.", says Michael Schüller, CEO, ANNOVA Systems. „Open Media is truly open regarding workflows, connectivity and first of all the future. We do not press someone into a workflow. Instead we listen to our customers and develop new concepts for new functions. We are completely flexible and open regarding the integration of OpenMedia in the functioning leading systems of the broadcast industry. The excellent metadata management and the strong competence in data exchange help our customers to improve the organisation and use of their content for radio, TV, Internet and other platforms.“

OpenMedia 3.7 is presented at the ANNOVA booth A.51 in Hall 3, as well as on our partners booths at: **DAVID –EVS – HARRIS – Microsoft – S4M – Signum – SONY - ToolsOnAir - VCS und VizRt**

Additional information about ANNOVA and OpenMedia can be found at www.annova.tv



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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 GmbH

ANNOVA Systems GmbH offers custom made software solutions as well as development, consultancy and implementation for the broadcast industry. With more than 15,000 users worldwide and more than 20 years experience in broadcast, the companies platform OpenMedia is the leading stand-alone system for news production and rundwon-management today. ANNOVA software solutions are used by private and public broadcasters worldwide. The users include the news teams of ARD, BR, Deutsche Welle, SR, SWR, WDR, RSI, Swiss Radio DRS, RTR, Omroep Gelderland, RFI and RTL TVI. The Annova Systems GmbH, with main offices in Munich, Germany, is privately owned.

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