



PRESSRELEASE

ANNOVA Systems has further strengthened its sales team!

Munich, Germany – July 6th, 2010

As of the 1st of July 2010, **Frank Altmeier** is the **new Sales Manager** at ANNOVA Systems headquarters in Munich, Germany. His roles will include acquiring new customers in North-, Central- and Southern-Europe and the American continent, managing existing customers and expanding the ANNOVA Systems reseller network in these territories.

“I look forward to being able to leverage my many years of experience and expertise as a Sales Manager at ANNOVA Systems.”, said Frank Altmeier. “I appreciate that my work at ANNOVA provides a unique opportunity to bring appreciation and understanding to editors and journalists worldwide of the benefits of OpenMedia - a respected and proven system solution of many years standing.

OpenMedia easily lends itself to meeting the unique and demanding needs found in the many different newsrooms of the world.

“With a foundation in the open, standards-based technology of the OpenMedia system and its excellent design and integration capability, and the expertise of our project, training and installation teams, we are able to offer our customers a smooth and quick install with a cost-effective news production process that will serve them exceptionally well in the long term.”

Frank Altmeier, born near Baden-Baden, brings to his new job 20 years of sales experience and an excellent network of technology contacts. After several senior positions at leading software and hardware manufacturers in the IT environment, he comes to ANNOVA Systems from Data Direct Networks where he held the position of Sales Manager Germany, broadcast and post production.

“We are very pleased that Frank Altmeier is joining us and strengthening the sales arm. Frank will be pivotal in opening up important new markets for OpenMedia as well as managing our partners and existing customers.” Michael Schüller, CEO of ANNOVA Systems. “For us this is an important step in further expanding our international activities. I am confident that Frank Altmeier will significantly contribute to our success with OpenMedia in the new regions.



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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