

P R E S S   R E L E A S E

## **Integrated solution – OpenMedia and IQon MSF now available**

**Erkrath / Munich, September 6, 2011:** Just in time for IBC 2011, beginning in a few days in Amsterdam, the two manufacturers, ANNOVA Systems GmbH and Conciety AG, today announced the integration of their applications OpenMedia and IQon MSF. The combination of these solutions brings together the leading newsroom system with the innovative collaboration application for the media industry.

The OpenMedia functions are now available via the web-based solution IQon MSF. Research, as well as the gathering and preparation of content for news production, can now occur both with the popular OpenMedia rich client as well as via the web client IQon MSF. All media content is stored in a central location - there is no duplication of content and no redundancy of data.

The joint solution centralizes the search within the newsroom system OpenMedia and affiliated asset management systems, and improves the collaboration between editors, reporters, camera crews and all those involved in the news production process. In particular, the possibilities of using the communication services provided by MSF IQon such as mail connectivity, IP telephony, chat and desktop sharing increase the efficiency of editorial staff.

OpenMedia enhances IQon MSF, as the system used by many European broadcasters and a long-proven solution for the research of news agency feeds, rundown and schedule planning, the browsing of audio and video clips and news distribution.

Eckhard Klockhaus, CEO of Conciety AG, sees the joint solution as the next logical step in the cooperation with ANNOVA: "Tested in customer projects, we now offer media companies a combination of newsroom system and web-based solution for planning, collecting, producing and publishing of content and contributions, thus catering to all the newsroom needs. Not only are we pleased to have gained a partner in ANNOVA, the market leader in newsroom systems, but to offer a jointly integrated solution as well. "

Michael Schueller, Managing Director of ANNOVA Systems GmbH, highlights the feature enhancements for his customers: "With IQon MSF, we enable our customers to work with OpenMedia anywhere, at any time and with any Internet-enabled device. The search capabilities and collaboration features are a real benefit for the editors who work with OpenMedia. "

More information about the integration of OpenMedia and IQon MSF is available under [www.iqonmsf.com](http://www.iqonmsf.com) and [www.annova.tv](http://www.annova.tv).

**ANNOVA Systems GmbH**

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. ANNOVA Systems are used by both private and public organizations around the world.

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**Conciety AG**

As a Microsoft Gold Certified Partner and Global ISV, Conciety has comprehensive knowledge and extensive experience in the implementation of easy-to-use solutions based on Microsoft products, technologies and development environments. The solutions reproduce the typical business processes of the media companies, ranging from applications for Editorial Collaboration to portals, while combining existing media applications into an overall solution.

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