



ANNOVA and X-Art announce strategic partnership

ANNOVA Systems, provider of leading planning and newsroom computer system OpenMedia, and X-ART ProDivision, specialists in tailor-made broadcast solutions, have formed a strategic partnership with the goal of bringing OpenMedia and x.news products to market as a combined solution.

Munich, 12. November 2014: Strategic partners since IBC 2014, X-ART and ANNOVA both bring to the table their expertise in editorial planning, newsroom computer systems and intelligent information research, so as to provide journalists with an ideal solution for future demands of editorial workflows.

The goal of the partnership is to combine the editorial planning strengths of OpenMedia with the web-based, cross-media search of x.news, so creating a unique, integrated broadcast solution for journalists dealing with modern editorial workflows. Andreas Pongratz, CEO of X-ART comments: "We are delighted to work with the ANNOVA Team and are convinced that together we will be able to offer our clients a unique solution, tailored to their needs."

The rapid pace of change and increasing complexity of journalist workflows in cross-media working and especially in the online area is the starting point for the partnership of the two companies. Media companies are working hard to respond to the challenge of bringing editorial news material together with information from multiple sources to produce content for all media platforms. Customers will benefit not only from the combined solution portfolio but also from synergies in service and consulting.

"The new product x.news from X-ART is the perfect extension of our newsroom computer system OpenMedia. Regardless of the user's location or editorial department, content can be researched using state-of-the-art search technologies and a personalised view of the results displayed for each journalist. The biggest advantages for us are the automatic updates on stories, the ability to search Web 2.0 applications automatically, like Twitter, blogs and websites. We can integrate any OpenMedia environment quickly and cost effectively with this web based application, thus creating additional value for our clients," explains Michael Schüller, CEO of ANNOVA Systems.



About X-ART ProDivision

X-ART ProDivision has been an active part of the broadcast industry for more than 20 years, providing both software and services in Radio, TV and Online. X-Art's special expertise however is in extracting knowledge and information from complex, distributed legacy systems in order to improve efficiency in broadcast workflows. X-ART integrates with David System, too.

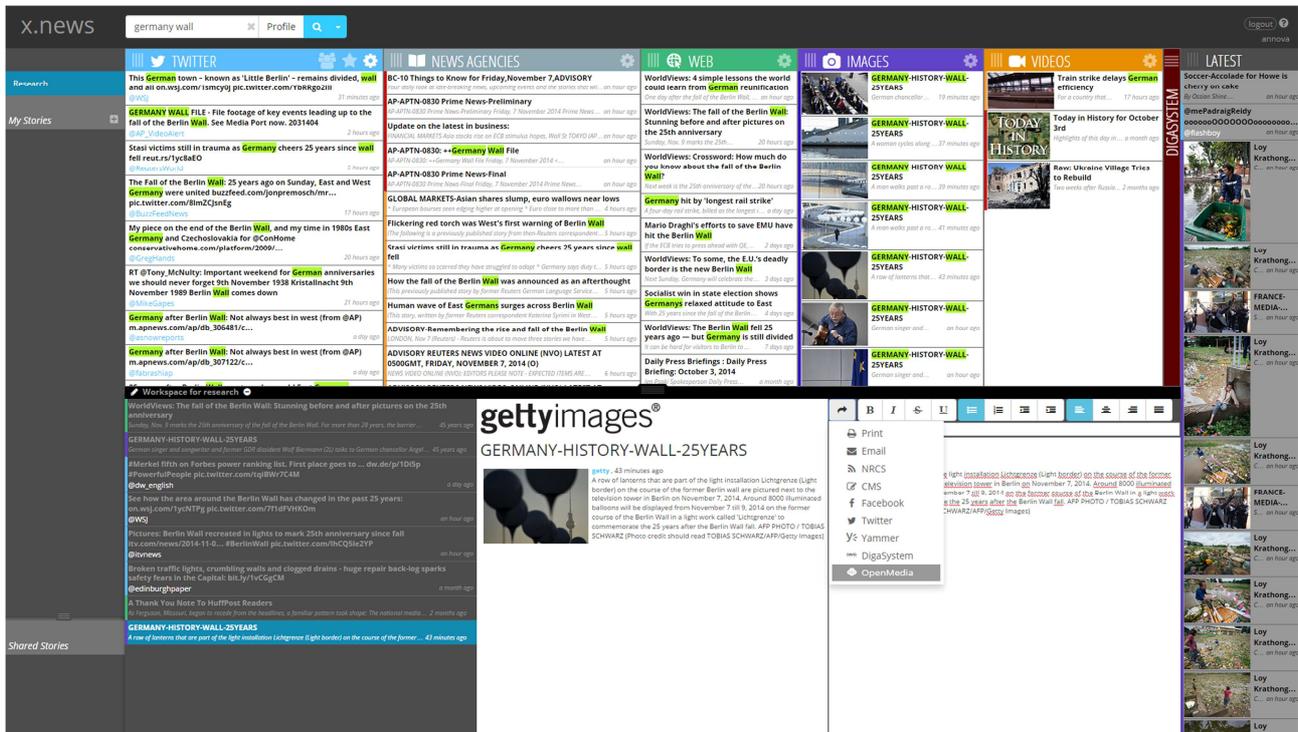
Website: www.x-news.eu

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 50,000 users worldwide and 20 years proven experience in news technology, is ANNOVA's OpenMedia the leading independent news production and rundown management system today. Solutions by ANNOVA Systems are used by both private and public organizations around the world. 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.

Headquartered in Munich, ANNOVA Systems GmbH is a privately-owned company.

Website: www.annova.tv



Screenshot Integration Export X-News to OpenMedia