

X-ART/ DAVID SYSTEMS – PRESS RELEASE – MILLION OF SOURCES. ONE STORY: SEARCH & STORY MANAGEMENT WITH X.NEWS AND DIGASYSTEM PRESENTED AT IBC

Both companies cooperate on an innovation for 360° Search & Story Management Service - in the Cloud

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x.news is the latest innovation from X-ART which is connected to DAVID's DigaSystem. x.news is a real-time -cloud capable- story-based search engine for journalists. It gathers all professional, social, video, audio, image and text sources in real-time into a single view. DigaSystem is an enterprise solution, story aware production and publishing automation system, used by many successful radio and tri-media content providers worldwide.

360° power Search – display your assets as a live feed

Besides external sources, journalists need to be able to blend in qualified content in form of audio, video or text to create their stories. Direct access to DigaSystem's assets within x.news allows them to plan with highly optimized content and to profit from existing stories matching the same theme. This allows journalists concentrate on the business of creative, accurate and timely storytelling. It alerts journalists to changes in their story and keeps them informed regardless of where they are. It also collaborates by sharing and using the work of others to remove duplication of effort.

The CEO of X-ART, Andreas Pongratz, says: "Our relationship with DAVID has been long and successful; the fact that together we cover all of the TV and Radio market in Austria is an achievement we are proud of" Pongratz continues, "Furthermore, DAVID and X-ART have a shared vision to move services into the cloud and integrate broadcast systems together through a more open framework. That is why we have integrated x.news with the DigaSystem, to show the market that two different products solving different workflows can be easily integrated in a cloud capable application."

Manage stories for the highest impact

Once the story has been designed in x.news the resulting story can be managed, edited and finalized for publishing and playout in DigaSystem. For stories resulting from external sources DigaSystem's broad media processing abilities, built on DPE technology, will cater for automated media essence optimization and story management up to the publishing stage.

"We're excited about our collaboration with X-ART on x.news to gracefully extend DigaSystem's capabilities" says Vincent Benveniste, DAVID Systems's CEO. "It demonstrates the flexibility of our DPE open framework (DAVID Platform Evolution), enabling our customers to further automate their workflows, while keeping their need for change management at a minimum".

x.news will be presented at IBC on DAVID Systems booth #3.A31, as well as X-ART booth #13.MS1

About DAVID Systems

DAVID Systems is a leading international developer and supplier of end-to-end content production and distribution solutions for broadcasters. The company, founded in 1991, is headquartered in Munich, Germany, and has a subsidiary in the United States. DAVID has long been known for their open, customizable and scalable software for individual workflows and third-party integration. DAVID Systems products are story-centric, providing journalists and broadcasters a smooth transition to a cross-media world where they produce and deliver content faster, to more channels (e.g. DAB+, Web) and at significantly lower cost.

Public and private broadcasting stations worldwide (Arte in France, BR, SWR, MDR, RBB, WDR and Antenne Bayern in Germany, ORF and Red Bull Media House in Austria, RTS, RTR, SRF, RSI and Radio Top in Switzerland, RTL 102.5 and Südtirol 1 in Italy, Canal Sur in Spain, NRK, Sveriges Radio, P4 in Scandinavia,

Metro Radio and Phoenix TV in Hong Kong, NPR, WNYC and WAMU in the U.S. etc.) rely on DAVID Systems' expertise and solutions. A global partner network ensures local customer interfacing, while DAVID Systems' Customer Solutions Group provides individual consulting, support and training.

About X-ART Prodivision GmbH

X-ART Prodivision GmbH was founded in 1993 to provide Software and Systems Integrations services to the broadcast and media industry. The company is headquartered in Pinkafeld Austria. X.News was launched in April 2014 to help journalists be first in finding news content, be connected to colleagues and content, and be kept updated in realtime on changes to their story. The following are some of X-ART's clients. AAP (Australian Associate Press), ORF (Austrian Broadcasting Corporation), Red Bull Media House, TU Delft (Netherlands), , Telekom Austria and many more

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