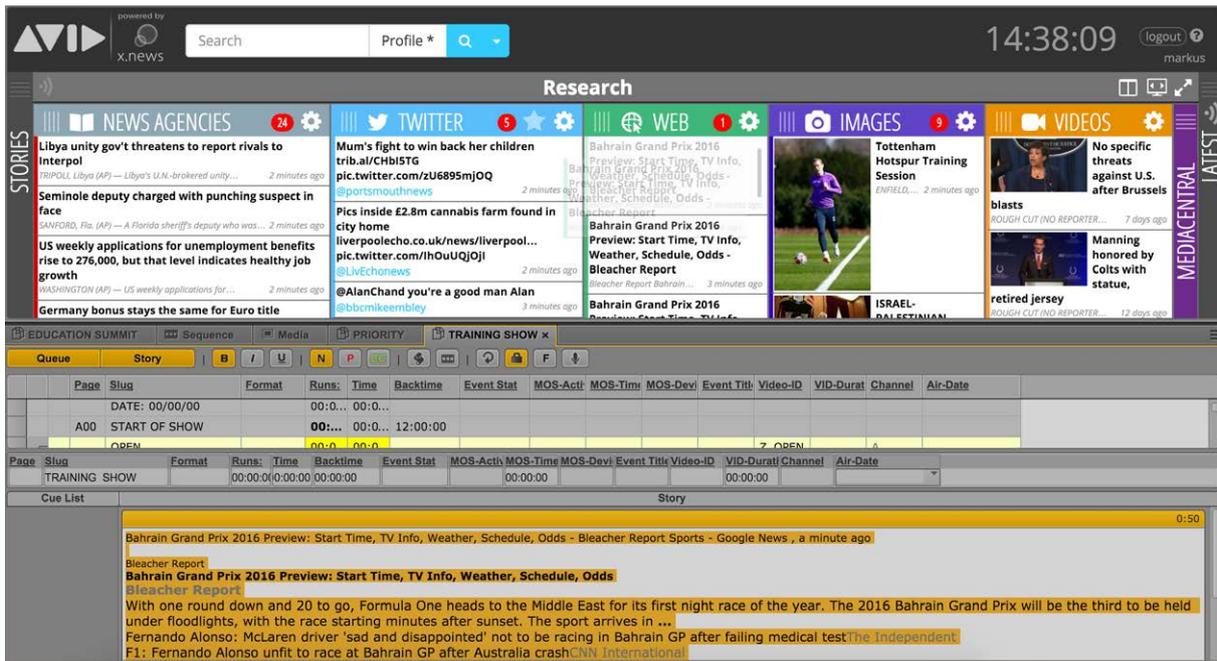


EVERYTHING YOU NEED TO KNOW.



# x.news™ collaborates with Avid to integrate its newsroom research tool within Avid MediaCentral Platform

Pinkafeld, Austria 4/16/2016



x.news™ - the cloud-based newsroom research tool - is now available as a fully integrated plug-in into the Avid MediaCentral™ Platform, enabling journalists to keep track of story developments from a wide range of sources while they are scripting, editing and managing rundowns. The integration, which is part of the Avid

Connectivity Partner Program, also allows journalists to drag and drop content found in x.news™ directly into iNEWS® scripts, to save time and streamline the newsroom workflow. x.news Information Technology - the software company behind x.news™ - is joining Avid as one of a limited number of selected Alliance Partners.



## EVERYTHING YOU NEED TO KNOW.



The x.news™ plug-in will be demonstrated at the Avid Connect 2016 event in Las Vegas, and will be available from the Avid Marketplace later in the year.

"Simplifying the journalists' workflow - by reducing the number of screens they need to use - is a key objective for us," said Andy Pongratz, CEO of x.news Information Technology. "The integration with the Avid MediaCentral Platform is a big step forward, and we are delighted to be working closely with Avid as an Alliance Partner."

"x.news™ is an innovative newsroom search tool that makes a powerful addition to the MediaCentral Platform toolkit for journalists," said Ed Caracappa, Sr. Director of Global Alliances. "It's a great example of how our Avid Everywhere™ facilitates an open and extensible envi-

ronment that integrates technology from Avid with that of other providers."

x.news™ is a story research tool for journalists which helps journalists to be fast and first by gathering all the latest story information and content in one place. A single search brings together text, images, video and social content, and x.news™ provides simple workflows to find, follow, use and share the information. Scripts from iNEWS® are indexed directly into x.news™ within the MediaCentral Platform, and can be searched alongside other sources.

The Avid Marketplace allows customers to buy plug-ins that enhance the creative process and have been tested to ensure stability within Avid software.

*Experience x.news™ at NAB Las Vegas. Please come by the Avid Booth #SU902*

## ABOUT X.NEWS

x.news information technology gmbh is the company behind the award-winning on-demand solution for the modern newsroom, running on the Microsoft Azure platform. It is a powerful story research tool that transforms the way journalists work by monitoring the different sources (news agencies, social media sites, web and internal sources) all in one screen. With x.news™, journalists can find, follow, collect and share all the latest information to deliver better and faster journalism.

x.news™ will continue to innovate with cutting-edge solutions for the modern newsroom. For more information about x.news™, please visit the company website [www.x-news.eu](http://www.x-news.eu) and request a demo version. Connect with x.news™ on Facebook, Twitter and LinkedIn.

