

## News Release

For Immediate Release

# Ross Video and x.news Partner Up to Integrate Research and Intelligence Tools into Inception

**April, 2016 [Ottawa, Ontario, Canada]** – Ross Video announces their partnership with x.news to integrate their research and intelligence tools into Inception News, Ross' browser based newsroom content and editorial system that places social media integration right into the center of news production. Together Ross and x.news will provide a seamless solution for story research, as well as tracking from end-to-end.

x.news has been developed as a research module plug-in to Inception, embedded within its browser-based user interface. Journalists will now be given the ability to drag and drop content and projects between the two systems.

"Journalists need their workflow to be as simple and seamless as possible, and that is what we are setting out to achieve," said Andy Pongratz, CEO of x.news information technology, the company behind x.news. "Ross' Inception News is an important new player in the newsroom system market, and we are very pleased to be working with them."

"The research capability of x.news will be an important addition for our customers," said Shawn Snider, Director of Inception at Ross Video. "Working with trusted partners like x.news helps us to provide our users with more production power, flexibility, and a better user experience."

### 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.

## **About Ross Video**

Passionate about live production, Ross Video designs, manufactures and delivers dependable technology and services that power exceptional live video productions seen by billions of viewers around the world every day. Ross Video's goal is to make it easy for customers to create compelling news, weather and sports broadcasts, engaging material for sports stadium screens, legislative assemblies, entertainment shows and rock concerts, and inspiring content for houses of worship.

Relentlessly innovating, Ross Video delivers the world's widest range of products and services for augmented reality and virtual sets, mobile live-event solutions, real-time motion graphics, robotic camera systems, social-media management, production switchers, routers, infrastructure products, video servers, newsroom systems, terminal equipment and more.

Ross products and services are designed to offer best-in-class system integration and unmatched customer choice by both working together seamlessly and integrating tightly with third-party solutions.

Ross Video has offices around the world, and provides free-for-life telephone support staffed by technical experts 24 hours a day, 365 days a year—even for products bought on eBay. Recognizing the time-critical nature of the broadcast industry, all Ross employees are empowered to provide “whatever it takes” customer service, even down to renting helicopters when necessary to deliver needed parts and service.

Ross Video: The Production Technology Experts. [www.rossvideo.com](http://www.rossvideo.com).

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