



x.news™

x.news announces collaboration with Masstech Innovation Inc.

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x.news information technology is proud to announce its collaboration with Masstech Innovation Inc. to integrate “Masstech media wires” into x.news™ on-demand research tool.

Mike Palmer, Masstech CTO, said: “Masstech users have long been able to send text and embedded video to internal and external users through a single NRCS drag-and-drop operation. Our new integration with x.news™ now allows users to view this received content alongside other sources, such as social media, in an elegant UI with sophisticated search.”

Andreas Pongratz, x.news CEO, said: “Through this new integration with x.news™, content from Masstech media sources becomes directly available within x.news™. Indexing Masstech metadata will allow the allocation of the content into x.news™ flexible panels to filter also by location. Masstech proxy videos are also supported.”

To learn more about this exciting joint initiative, visit IBC 2018.

Find x.news™ at Microsoft Hall 1 booth C27 or Masstech at Hall 7.C55.

About Masstech

Masstech Innovations is a future-led technology company that provides the M&E industry with optimized content storage management solutions. Masstech combines decades of experience of broadcast and video storage management with state-of-the-art, forward-looking development, harnessing edge-IT technologies to identify and address the challenges of M&E’s constantly evolving technology and business landscapes.

About x.news™

x.news™ is an award-winning real-time, cloud based and AI backed “Media Reputation Management” (MRM™) solution for brands, governments and media organizations. It allows the finding of relevant information up to 10 x faster (compared to existing workflows), the simultaneous following of multiple topics, the collaboration across teams and, as well as alerting on updates and publishing to third party system in an unmatched way.

Press contact: Christina Steszgal, christina.steszgal@x-news.eu

Press Contact (Masstech IBC PR): Louise Wells, louisew@bubbleagency.com

Press Contact (Masstech): Nik Forman, nik.forman@masstech.com