

x.news Announces Integration with axle ai Media Management

Combined systems offer radically simple, browser-based integrated solution for media teams

Pinkafeld, Austria, 8/29/2019 - x.news information technology is proud to announce their collaboration with axle ai, the leader in AI-driven media management software for media teams, to integrate x.news™, their award winning research tool for the web, social media and other realtime content, with axle ai 2019, axle's radically simple media management system. These products have been integrated to give unprecedented capabilities to corporate, sports and political media teams. Both companies will be exhibiting the solution at the axle ai booth, Hall 7.D33, in Amsterdam September 13-17th.

"Until now, the large media companies had a unique advantage in being able to both monitor external social sources, and search and select from internal video and other media" said Andreas Pongratz, CEO of x.news. "The systems that enable this often cost hundreds of thousands of Euros, and were quite complex to deploy. By partnering with axle ai, we can offer a complete solution using either standard SaaS-type monthly pricing, or outright license purchase in the tens of thousands of Euros"

Sam Bogoch, CEO of axle AI, is equally enthusiastic about the combination. "Our software is able to help media teams -- over 550 worldwide -- automatically tag, transcribe, search and repurpose their media. By partnering with x.news™, we can provide a 360 degree view of not only their internal media, but also the outside flows inherent to social media and the 24-hour news cycle. We believe nearly any media team, whether in a corporate marketing setting, a political campaign, or a news or sports organization, is going to reap huge benefits from a system like this."

Pricing and Availability

The combined solution is available immediately from \$995 per month for 5 users, or starting at \$19,995 for a perpetual license for the software running on an on-premise or hosted system. Free 21-day trial evaluations of the combined solution are available by contacting either axle ai (info@axle.ai), or x.news (office@x-news.eu).

About axle.ai

axle ai (<http://www.axle.ai>), is the recognized leader in developing radically simple media management software. Its solutions have helped over 550 media organizations improve the way they create, share and store digital video content with media management solutions that are easy to install, use and afford. axle's radically simple media management uniquely addresses a burgeoning need and has caught on rapidly among video professionals in post-production, education, broadcast, corporate, sports, house of worship, non-profit, advertising-marketing, and government organizations worldwide. At its introduction, axle's software was recognized with the IBC 2012 Best of Show award and at NAB 2013 with the prestigious DV Magazine Black Diamond and Post Picks awards. axle ai's recently introduced connectr™ software offers a powerful tool for scripting media workflows, driven by a graphical front end with connect-the-blocks visualization. axle ai, Inc. is a privately held company; its founders have extensive industry experience in media asset management for creative applications. Investors include Jason Calacanis's LAUNCH accelerator and Quake Capital. Learn more at <http://www.axle.ai> and <http://www.connectr.ai>.

About x.news

x.news information technology gmbh (x-news.eu) is the company behind the award-winning on-demand solution for the modern newsroom and enterprise market. With x.news, journalists can find, follow, collect and share all the latest information to deliver better and faster journalism. For more information about x.news, please visit the company website www.x-news.eu. Connect with x.news on [facebook.com/x.newsIT](https://www.facebook.com/x.newsIT), twitter.com/x_news_IT and LinkedIn Press contact: andreas.pongratz@x-news.eu.

