x.news Integrates with Avid Maestro to Enhance Newsroom Graphics Creation

x.news newsroom research tool extends deeper into Avid-based newsroom workflows to more rapidly drive content from social media and other sources directly into on-air TV graphics

Pinkafeld, Austria – Sept. 14, 2019 – x.news today announced that its innovative newsroom research tool is now integrated with Avid®'s end-to-end Maestro™graphics solution to enhance television news story creation. Extending x.news™ beyond its initial integration with the Avid MediaCentral® platform, demonstrations at IBC2019 (Avid stand 7.B55) will show how on-screen graphics for news stories created with Maestro can now seamlessly incorporate content from a wide range of sources including social media networks such as Twitter, Instagram; news agencies such as AP, Reuters; video sharing platforms such as Vimeo, You Tube; news websites; and news systems such as iNews; in addition to proprietary databases.

The x.news research tool allows journalists and producers to research continuously and easily filter results for the optimal content to enhance their news stories. Research results can be saved and shared among teams and individuals connected on the Avid MediaCentral | Cloud UX™ platform and, now, directly with the tightly integrated Maestro graphics solution through simple drag-and-drop functionality that accelerates story creation workflows. In newsrooms where MediaCentral is not present, x.news™ running on a web browser can export research content directly to Maestro.

Andreas Pongratz, CEO, x.news, commented, "we are really proud that our strong partnership with Avid is now growing even further with the integration of Maestro. This also proves how easily x.news™ can be adopted to meet specific workflow requirements for any customer.

Ray Thompson, Director of Product Marketing at Avid, commented, "News organizations need to continuously increase their flexibility to adjust and augment how they attract, inform and retain audiences. Avid's open platforms and solutions support this need by allowing users to easily plug third-party tools into their workflows, like x.news, which sets up a singular pathway for fast content research that can immediately help to drive the creation of more effective and engaging news stories."

The Avid Maestro graphics solution provides broadcasters with a single workflow—from graphics creation to playout—all tightly integrated with MediaCentral | Cloud UX. The Maestro suite delivers powerful tools from Avid and third-parties, now including x.news™, to broadcast teams of all sizes, allowing them to work quickly and efficiently to cut time-consuming tasks in half and bring dynamic storytelling back into the studio.

About x.news

x.news information technology gmbh is the company behind the award-winning on-demand solution for the modern newsroom and enterprise market, running either on premise or on the Microsoft Azure platform. x.news™ transforms the way journalists work by monitoring the different sources (news agencies, social media sites, web and internal sources) all on one screen. x.news 2.0 enables the search within PDFs, internal IPTC/EXIF image libraries, emails and WhatsApp* group chats. x.news™ is integrated into the Avid MediaCentral platform and can be purchased directly from Avid and through its worldwide network of distributors, as well as from authorized x.news™ service providers and resellers. 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 and request a demo version. Connect with x.news on facebook.com/x.newsIT and twitter.com/x_news_IT Press contact: andreas.pongratz@x-news.eu

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