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Thursday, 3rd August 2006

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**IBC 2006 : PRODUCTS & PREVIEWS**

**Polymedia Video Content Management For New Media At IBC**

2nd August, 2006

TXT Polymedia has been providing solutions to leading companies in the media and telco sectors for years, has unveiled TXT Polymedia Video, enriching its multichannel content management offering with a solution designed to manage the entire life cycle of digital video content.

This software solution is designed for broadcasters, telecommunications companies and content providers who use new distribution channels such as video on demand, mobile and broadband.

TXT Polymedia Video aims at becoming a reference product capable of providing aggregation and video management functionalities (Media Asset Management) built into a complete multi-channel publishing platform. This makes it be the perfect platform for managing broadband content as well as archiving, packaging and redistributing content in broadcasting and telco businesses.

The supported functionalities cover the entire life cycle of video content: ingestion, indexing, definition of metadata, editing, archiving, encoding, transcoding (MPEG1, MPEG2, MPEG4, 3GP, WMV, Real and QuickTime) and multi-channel distribution.

The solution is based on TXT Polymedia's multi-channel content management platform, which uses XML-based metadata and fully exploits its characteristic ease of use, facilitating the management and integration of video processes as well as the creation of production workflows, all essential parts of multi-channel publishing.

TXT Polymedia Video supports scalable hardware and software architectures in single servers or distributed systems, as well as the acquisition of video content from live events, TCP/IP networks, archives (analogue and digital formats) and news agencies.

TXT Polymedia, a leading supplier of products and services for multi-channel content management and interactive cross-media service management for the broadcasting, media and telco sectors, is a fully owned subsidiary of TXT e-solutions.

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**Stand Number:** 12.328  
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