

PRESS RELEASE

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Polymedia - ADOBE Integration

The link-up with the solutions provided by the U.S. company will enable TXT's Multichannel Content Management to upgrade its position in the enterprise environment

The strategy adopted by TXT Polymedia to enhance its Multichannel Content Management for the enterprise market has led it to embed Adobe solutions and technology in its platform.

The areas involved are as follows

- document management, with special regard to applications, workflow and document protection functionalities in addition to digital signature technicalities
- video and rich internet application (Flex, Flash) technologies for the creation of highly interactive web and mobile interfaces that enhance both users' experience and their interactivity with the system

The demand generated through the widespread use of digital documents by businesses has increasingly led to the need for interconnectivity between the issues linked to acquisition, manipulation and filing of such documents right up to interactivity among users, typically through web portals.

In this context, TXT Polymedia has decided to embed Adobe products and technologies with its own. The result is a solution which responds to all the issues stemming out of multichannel content management, completing the tools for modelling web portals and document acquisition, filing and publishing. Furthermore, the new solution offers best-of-breed functionalities that provide answers to specific needs of workflow and document security, as well as the latest and most dynamic video interaction modes.

"A nimble, easy to build and user-friendly solution, that requires short training courses for operators – says Tullio Pirovano, TXT Polymedia General Manager. It's suitable for setting up intranet and extranet solutions for all those companies that wish to control, manage and distribute their contents effectively and collaboratively. The interface with users requires a number of typical web and mobile instruments in addition to the development of several highly interactive solutions that would satisfy even the most discerning client"

TXT Polymedia, a leading company specialized in products and services for Multichannel Content Management & interactive cross media services management to broadcasters, media e telcos, is a fully owned subsidiary of TXT-e solution (TXTS)

TXT e-solutions (www.txt.it) is an international player whose core- business is "Strategic Enterprise Solutions" and related proprietary software, specialized in Content Management and Demand & Supply Chain Management. Listed in the Milan Stock Exchange TechStar and Allstars segment (TXTS & TXTMI), the company has a workforce of about 500 professionals. TXT with head-offices in Milan also has subsidiaries in Genoa, Turin, Vicenza, Bari, Naples, Rome, Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), London and New York.

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