

PRESS RELEASE

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TXT integrates Microsoft PlayReady into Polymedia Video

TXT Polymedia is one of the first system integrator in Europe to adopt Microsoft PlayReady for content access and protected distribution integrating it into its TXT Polymedia Video platform.

PlayReady is a new content access technology from Microsoft that is optimized for the delivery of mobile entertainment content. It supports a wide range of business models, can be used to deliver essentially any type of digital content (music, video, games, ringtones, images, etc), and has new features specifically designed to make it extremely easy for consumers to enjoy and share protected content across a variety of devices and scenarios. By doing this, PlayReady provides an ideal foundation for mobile operators looking to grow average revenue per user and deliver differentiated experiences with mobile entertainment services.

TXT Polymedia provides a number of end-to-end business solutions for digital content distribution based on its native multi-channel software platform, *TXT Polymedia Video*. By integrating support for PlayReady into their platform, a range of new business models can be enabled for customers, supporting scenarios spanning both Web and mobile entertainment. This allows service providers to differentiate and increase the value of traditional TV and IPTV offerings so they extend beyond the living room and into more interactive, mobile environments.

TXT Polymedia is also integrating PlayReady within "*VideoJukeBox*", its ready-to-use solution for on demand distribution of movies, TV series and TV programs and any other digital content over broadband and mobile networks.

TXT Polymedia, is a leading company specialized in products and services for Multichannel Content Management & Media Asset Management to broadcasters, media e telcos. *TXT Polymedia*, is a fully-owned company of *TXT e-solutions*.

TXT e-solutions is an international software products and solutions vendor and leader in "Strategic Enterprise Solutions" in the industrial and media sectors. The principal business areas in which it operates are Demand & Supply Chain Management (DSCM), the *TXTPerform* offer and Multichannel Content Management, with the *TXT Polymedia* offer created by the same company (100% subsidiary). The company is listed on the Star segment of the Italian Stock Exchange (*TXT IM*). *TXT* has approximately 560 employees. The Company has headquarters in Milan, with offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Haarlem, London and New York.

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