
PRESS RELEASE
Milan, July 9, 2008

**TXT Polymedia announces in partnership with
Microsoft Italia the launch of “Media in a Box”, the
new integrated advertising and video platform for
media companies**

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TXT Polymedia, a company specialised in the management of digital content and a wholly owned subsidiary of TXT e-solutions, announces the launch of “Media in a Box” - the new software platform developed in partnership with Microsoft Italia.

“Media in a Box” will initially target large media and telecommunication companies that wish to diversify their digital content services and advertising, while at the same time developing innovative ways to interact with their customers.

“Media in a Box” utilises the technologies Microsoft Silverlight and Windows Presentation Foundation for the presentation of multimedia contents, Windows Media DRM (Digital Rights Management) for the protected distribution of digital contents and Polymedia technology to integrate strongly interactive Web video, advertising and community.

This is the first of the new “Media & Channel Integration” solutions in which TXT Polymedia significantly expands its “core” offer for the management and production of digital contents utilising all communication channels (web TV, mobile, “signage” digital and community) to strengthen the interaction with the customer and to undertake innovative advertising strategies which are also based on video content.

With these new software solutions TXT Polymedia allow marketing managers and those involved in the entire production cycle of the media products, from creation up to the launch, to adopt a proactive approach, anticipating and interpreting the needs of the clients within a multi-channel interaction framework.

“Media in a Box” marks an important milestone in the evolution and the positioning of TXT Polymedia which acts as a single focal point for all the stages of the digital communication and cross-media, utilising its own technological and business know-how. “The solution developed with Microsoft allows large enterprises in the media and telecom sectors to innovate in creating and maintaining over time a solid relationship with their clients”, declared Mr. Pirovano, General Manager of TXT Polymedia.

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“The adoption of Silverlight and Windows Presentation Foundation within the “Media in a Box” solution is an important innovation for the user’s experience, who can now use media content both online and offline. Both technologies permit new forms of advertisement and new revenue models for the Media Companies, relying on the integration of Windows Media DRM for the protection of the contents. The partnership with TXT Polymedia in the development of the new solution is in line with the roadmap of the Microsoft technologies in the user experience arena and of the Windows Media Server infrastructure”, declared Anders Nilsson, Director Developer and Platform Evangelism Division, Microsoft Italia.

“Media in a Box” will be presented in Amsterdam at the IBC, an international trade fair dedicated to the new technologies of creation, management and distribution of contents for the entertainment industry, from September 12 to September 16.

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), with 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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