



TXT Polymedia launches "Media in a Box"

September 16, 2008

Media in a Box is a new, integrated software solution specifically designed to enable media companies to add video and video advertising to their Web sites in a simple and effective way, helping them to create a higher-value online presence and to effectively monetise it.

The solution is based on the Microsoft platform and encompasses an innovative user interface making full use of Microsoft Silverlight and Windows Presentation Foundation technologies for a compelling user experience. Various video advertising formats can be configured easily and included in the presentation. To facilitate the secure distribution of premium video content in Video on Demand and streaming services, Media in a Box integrates Windows Media Digital Rights Management (DRM), Microsoft's proven and widely adopted DRM technology.

Through the Microsoft business intelligence platform, Media in a Box provides flexible tools to collect and analyse user profiles and behavioural data, aggregating these huge amounts of data into business performance indicators to effectively measure online economic returns. In doing this, the privacy of users is respected and legal requirements are observed. Native integration with TXT Polymedia products and preconfigured setups coming from years of activity with leading customers provides a unique, solid and ready-to-use platform to address the new and challenging online business needs.

"With Media in a Box and the relationship with Microsoft, we have a unique product to engage audiences and innovate in advertising strategies using video to monetize online presence, empowering the overall Media-Brand-system" says Tullio Pirovano, General Manager of TXT Polymedia.

"Media in a Box is a great example of how Microsoft technology helps media companies deliver compelling online experiences by providing the tools to take advantage of the Internet as a channel for digital content and new revenue streams," said Gabriele Di Piazza, managing director for the Media and Entertainment Business in the Communications Sector at Microsoft. Media in a Box will be demonstrated in Amsterdam at IBC2008, the international trade fair dedicated to the new technologies of creation, management and distribution of content for the entertainment industry, from September 12th to September 16th at the TXT exhibit.

About TXT

TXT Polymedia, is a leading software company specialized in Digital Media & Channel Integration with products and services for Multichannel Content & Asset Management for 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 TXTPerform offer and Digital Media & Channel Integration with TXT Polymedia 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.