

PRESS RELEASE
Milan, 24th March 2009

TXT Polymedia at IPTV World Forum 2009

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TXT Polymedia, a global leader in *Media & Channel Integration solutions*, will attend IPTV World Forum to be held in London:

IPTV World Forum 2009
25th to 27th March 2009 in London
Stand 138

The IPTV World Forum suggests responses to the requests emerging from the rapid growth in the marketplace and the IPTV evolution. TXT Polymedia's offering dedicated to broadcasters, media and telcos matches these needs, being its main activity based on management of the whole life-cycle of multimedia content and video.

During the three days event, TXT Polymedia will present its extensive array of products and solutions for a new multi-screen end user experience developed with the aim to help companies increasing revenue streams while lowering operating costs:

- **Polymedia Video Advertising**, to monetize your online presence selling more and better your adv spaces
- A completed set of end-to-end rapidly deployable **Business Applications and Video Formats**, to maximize profits from your digital contents delivering them on different channels: TV via STB IPTV, TV via Game Console, PC, mobile phone
- **Media in a Box**, the fully integrated advertising and video platform including end to end online business applications to collect audience and ROI measurement
- **Media Asset Management**, to optimize the complete life-cycle of multimedia contents managing the **delivering and repurposing on multiple channels and devices** while reducing operating costs
- **Polymedia Live Ingest**, to increase operational efficiency acquiring video and audio from several simultaneous live video sources and transcoding them into many different formats

All new trends and the latest developments will also be presented at the Speaker's Corner (March 26th at 3.40 PM), where Oliver Botti, Sales Director will illustrate during his speech "**FutureVision Session: Understanding Future Usage Models: Enabling the Networked Home**" the value that TXT Polymedia's solutions can add to the company business.

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TXT Polymedia is a leading software company specialized in *Media & Channel Integration* 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 *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), Bussum, Wynyard, London and New York.

For further information:

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