
PRESS RELEASE
Milan, 25th June 2009

TXT Polymedia in shortlist for the IBC 2009 Innovation Awards

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TXT Polymedia is in shortlist for the Innovation Awards at the IBC international trade show, that like every year will be hold in Amsterdam from 10th to 15th September 2009.

The IBC Innovation Awards is assigned to those projects that demonstrated not only technical advances but also the ability to apply technology in a creative way for operational benefits. The TXT Polymedia project is one out of three projects that have been selected for the content management category.

The submitted project aims at providing Mediaset with a complete digital framework enabling efficient workflows for the seamless repurposing of video contents over multiple media channels. The system core is an advanced, innovative platform capable to record DVB MPEG2 Multi-Program Transport Streams in their original broadcast quality.

The process, previously based upon a legacy VHS recording system, has been dramatically improved. The new system concurrently enables high performance, parallel access to any multimedia essence and metadata (video, audio, teletext, MHP services, etc.), taken from online, near-line and long term archive of stored content. End users from any department (production, playout, marketing, advertising, web media and technical support), can easily access recorded assets from a friendly web-based interface.

Furthermore, the solution provides live recording and rebroadcasting of TV programs, enabling video on-demand access to content even on Internet portals and IPTV services, with potential support of any business model: advertising-based, free or pay.

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"We consider the nomination to the IBC Innovation Awards an important acknowledgement that our products are unique for the efficient and immediate management of process workflows along the content life-cycle, for their effectiveness in supporting business models based on audience valorisation and for their innovation in advertising video strategies." says Tullio Pirovano, General Manager, TXT Polymedia.

"In only three months, the system has become an indispensable instrument for Mediaset's Video Portal" said Emanuele Callioni, Production Director at RTI. "By endorsing the new tapeless digital workflow, we achieved tremendous benefits in publishing immediacy, streaming video quality along with significant savings on production costs!".

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 TXT Perform offer and Media & Channel Integration with TXT Polymedia company (100% subsidiary); advanced software systems for the Aerospace & Defence and Banking & Finance industries with the TXT Next offer. The company is listed on the Star segment of the Italian Stock Exchange (TXT IM). TXT has approximately 600 employees. The Company has headquarters in Milan, with offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Bussum, London, Wynyard and New York.

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