

PRESS RELEASE
Milan, 8 September, 2009

**TXT Polymedia presents at IBC 2009 its
new video products suite based on
Microsoft technologies**

The best of the innovation technology dedicated to broadcasters and telecom operators for smart content repurposing

TXT Polymedia, European leading software company specialized in Media & Channel Integration products and services for broadcasters, media and telcos is present at the International Broadcasting Convention (IBC) 2009 with three new products powered by various Microsoft technologies for online video delivery:

- **Polymedia Show**, a configurable interactive video player managing both video on demand (VOD) and live streaming, that utilizes Silverlight and Internet Information Services (IIS) Smooth Streaming to provide a compelling user experience. Polymedia Show supports both pay and advertising-funded business models, enabling all forms of video advertising, and logging of all user actions for audience analysis purposes powered by the Microsoft SQL Server business intelligence platform. Polymedia Show also features a media archive extension providing **video tagging functions** for adding time-based markers to video contents for chaptering, for defining advertising insertion points or for synchronizing videos to other interactive components such as slide shows and e-commerce actions, synchronized with the video presentation.
- **Polymedia LiveIngest**, live ingestion of broadcasted TV channels and encoding in formats suitable for video on demand (VOD) and live streaming on Web TV channels. Polymedia LiveIngest is fully compatible with the audio/video formats supported by Microsoft Silverlight including WMV/VC-1 as well as H.264/AAC. In addition, it generates files suitable for streaming to Apple iPhones.
- **Polymedia Guard**, a content protection suite, easily configurable to enable different business models, from pay-per-view to rental to download-to-own, supporting both Windows Media Digital Rights Management (DRM) 10 and Microsoft PlayReady.

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TXT Polymedia has also been shortlisted for the IBC Innovation Awards 2009 with the project **“Smart Content Repurposing”** developed with Mediaset.

The project is a comprehensive system providing broadcasters and telecom operators with an integrated and complete solution to rapidly set-up a scenario for an effective online video presence, supporting the complete lifecycle of online video contents, from their ingestion of live sources, encoding to multiple formats, and video presentation for interactive and engaging user experiences both on PCs and on mobile devices. The **“Smart Content Repurposing”** project includes an integrated set of software modules of the TXT Polymedia new product suite.

“The new TXT Polymedia suite is a great example of how companies are taking full advantage of Silverlight and IIS Smooth Streaming to give end users a more exciting experience across multiple screens,” said Gabriele Di Piazza, Senior Director for the Media & Entertainment business in the Communications Sector at Microsoft Corp. *“This new technology will make it easier for broadcasters to manage online video content including live sources.”*

“Smart Content Repurposing not only guarantees an efficient exploitation of video products on new media channels, it is also a powerful enabler for new business models, based on interactive, participative and contextual advertising, video-driven e-commerce and performance advertising”, says Oliver Botti, TXT Polymedia Sales Director.

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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