
PRESS RELEASE
Milan, 18 September 2009

TXT Polymedia & Mediaset second finalist at IBC 2009 Innovation Awards

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On Sunday 13 September TXT Polymedia together with Mediaset Group achieved the second place of the IBC 2009 Innovation Awards in the content management category for the project "DigitalVideoProject" a Smart Content Repurposing solution.

IBC Innovation Award prizes excellence in technology Innovation and recognises the way that vendors and users have to work together to create advanced solutions which satisfy both technically and commercially.

The "Smart Content Repurposing" project was recognized as one out of three to be shortlisted for the content management category competing with hundred projects that have been submitted.

The project, jointly developed with Mediaset Engineering dept, aims at providing a complete digital framework enabling efficient workflows for the seamless repurposing of video contents over multiple media channels: Intranet, Internet, Mobile and Hybrid TV Box. Furthermore, the solution provides live recording and recasting of TV programs, enabling home users to access hi quality content in broadcast or video on-demand mode even on Internet portals and IPTV services with potential support of any business model: advertising-based, free or pay.

"It's a great honour for TXT Polymedia to get this important award from a prestigious European organization like IBC that demonstrates our leadership in content and asset management and our continuous commitment to innovation" states Tullio Pirovano, General Manager of TXT Polymedia.

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“DigitalVideoProject represents the evolution of an idea we shared with TXT so many years ago: the Polymedia concept. We are honoured of this Award, “It’s the strength of a dream comes true”. A reality aimed to offer an innovative, simple but natural brand new user experience in accessing TV Programmes: the Seamless Experience” states Marco Pellegrinato, Vice Director of Research & Engineerign dept. of Videotime –Mediaset Group.

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.

For further information:

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