

## PRESS RELEASE

### ***TXT Polymedia Video*** ***Video content management for new media***

Milan, 27 July 2006

TXT Polymedia, which has been providing solutions to leading companies in the media and telco sectors for years, has unveiled TXT Polymedia Video, enriching its multi-channel content management offering with a solution designed to manage the entire life cycle of digital video content. This software solution is aimed at broadcasters, telecommunications companies and content providers that use new distribution channels such as video on demand, mobile and broadband.

TXT Polymedia Video aims to become a reference product capable of providing aggregation and video management functionalities (Media Asset Management) built into a complete multi-channel publishing platform. This makes it the perfect platform for managing broadband content as well as archiving, packaging and redistributing content in broadcasting and telco businesses.

The functionalities supported cover the entire life cycle of video content: ingestion, indexing, definition of metadata, editing, archiving, encoding, transcoding (MPEG1, MPEG2, MPEG4, 3GP, WMV, Real and QuickTime) and multi-channel distribution.

The solution is based on TXT Polymedia's multi-channel content management platform, which uses XML-based metadata and fully exploits its characteristic ease of use, facilitating the management and integration of video processes as well as creation of production workflows, all essential parts of multi-channel publishing.

TXT Polymedia Video supports scalable hardware and software architecture in single servers or distributed systems, as well as acquisition of video content from live events, TCP/IP networks, archives (analogue and digital formats) and news agencies.

***TXT Polymedia***, a leading supplier of products and services for multi-channel content management and interactive cross-media service management to the broadcasting, media and telco sectors, is a fully owned subsidiary of TXT e-solutions (TXTS).

***TXT e-solutions*** ([www.txt.it](http://www.txt.it)) is a European leader in strategic enterprise solutions and related proprietary software, particularly for content management and demand & supply chain management. Listed in the TechStar and Allstars segments of the Italian stock exchange (TXTS and TXTMI), TXT employs approximately 500 professionals. TXT is headquartered in Milan and has offices in Genoa, Turin, Vicenza, Bari, Naples, Rome, Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), and London.

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