



**DAVID** NEWS  
S Y S T E M S



## +++ NAB – Las Vegas – April 20th – 23rd – Microsoft Booth – # SL720 +++

Dear Customers and Partners,

At NAB DAVID Systems presents integration of DigaSystem functionality with Microsoft Office SharePoint Server. For that reason we are co-exhibiting at the Microsoft booth in the Lower South Hall.

As last year our Sales team informs you about our latest developments and is available to discuss specific workflow requirements with you.

See you in Las Vegas.

**Lower South Hall – Booth # SL720**

To schedule an appointment send an email to [sales@davidsystems.com](mailto:sales@davidsystems.com) or call +49 172 963 1488.

Your DAVID Systems Team

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*Please feel free to distribute this newsletter within your organization or your partner network.*

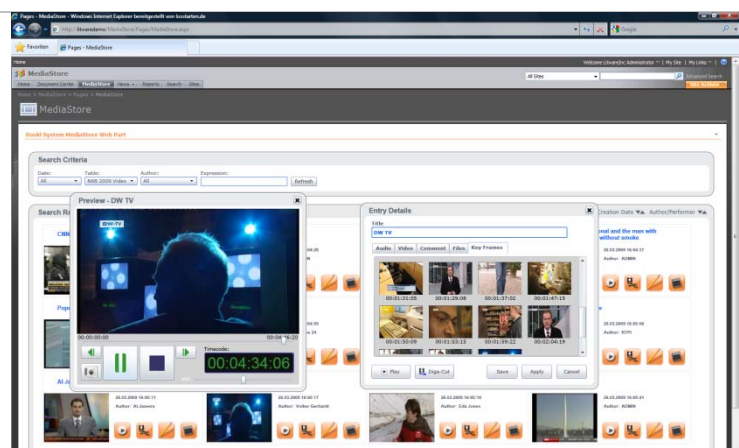
## INTEGRATION BETWEEN DIGASYSTEM AND MICROSOFT OFFICE SHAREPOINT

### Comprehensive media production workflow and collaboration support

The integration solution allows web-based content sharing and offers a wide range of collaboration features such as searching, retrieving and editing media assets in both browse and hi-res quality, even without being connected to the production system.

The solution uses Web Parts and Silverlight technology to search through a table structure similar to our Database Manager, thus offering a familiar environment for both, DigaSystem and SharePoint users. Once a file is selected it can be viewed or edited with our video editors DigaCut MT/ST. Since the integration supports pure video-centric workflows as well as metadata-based operation it is not limited to the broadcast area but can be used by every other type of organization looking to handle media content.

The collaboration supports existing SharePoint customers in search of media production functionality as well as DAVID Systems customers who are looking to connect their department with other parts of the organization or external partners. The SharePoint integration enables journalists, whether on site or in remote correspondent



offices, to view or edit material from almost any location in the world where an Internet connection is available. Content in editorial intranets can easily be made accessible to users normally not connected to the production environment. For our customers the integration can raise team efficiency and reduce operating costs significantly.

Summarized the SharePoint integration complements DAVID Systems' content management capabilities with comprehensive workflow and collaboration support and offers benefits like:

- Searching, retrieving and editing media files from outside the DigaSystem environment
- Connecting other departments, customers, freelancers or on-site journalists via Internet
- Raising team efficiency and reducing operating costs

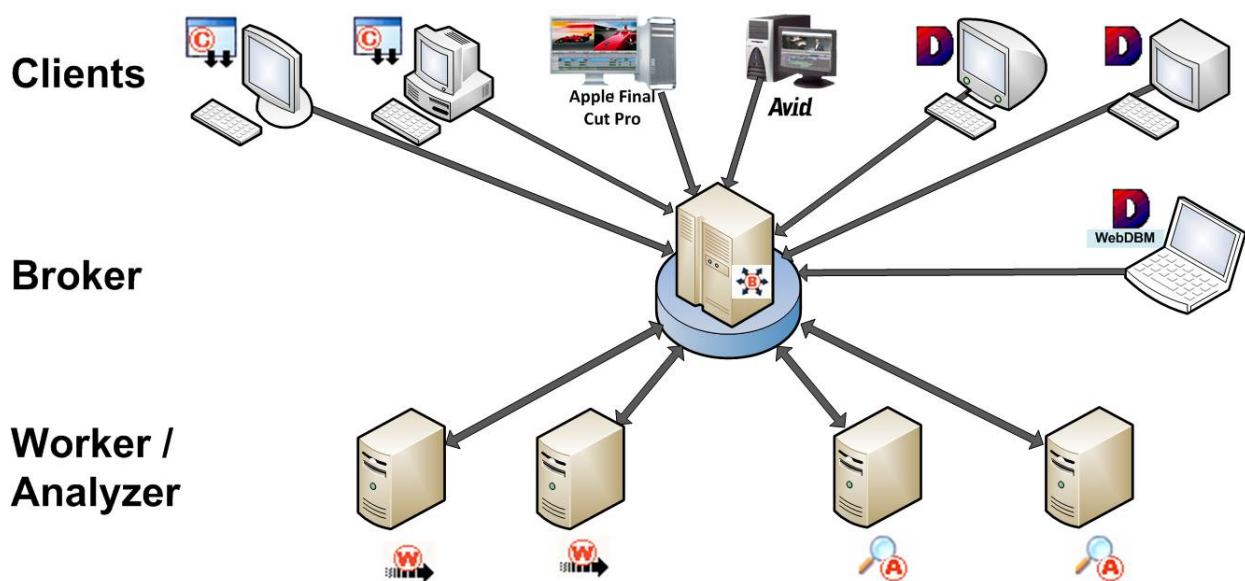
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## INTEROPERABILITY – CONTENT SHARING BEYOND SYSTEM LIMITATIONS

### Connecting proprietary systems in heterogeneous environments using Moves Media

Global cooperation, content sharing and integration of proprietary systems are most demanding challenges for broadcasters today. Distribution of multimedia content and the exchange of data between incompatible systems often are the bottleneck in otherwise integrated processes and workflows. Our Moves Media set of applications can help integrating these tasks as well and significantly raising the degree of interoperability.

Transfer System, the background service for load balanced copy and transcoding jobs, transfers content from different sources to the central storage. Due to a helper application which allows controlling the transfer process by 3rd party applications the system works independently of a DigaSystem environment.



*Transport System distribution example*

Embedded in the Moves Media suite an almost unlimited number of possible workflows are configurable. In connection with DigaPorter and middleware applications like Atom Factory it is even possible to exchange files between normally incompatible systems like Apple's Final Cut Pro and Avid NLEs. Moves Media applications support all common broadcast file formats, transcode the different formats automatically or use standardized audio and video formats like MXF to exchange data between production system, archive, central storage or play-out servers.

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## **MOVES MEDIA BRINGS IMMEDIATE ROI**

### **Reduce costs compared to satellite transmission**

Internal calculation at one of our European public customers after installing the Moves Media application Mailbox IP showed surprising results – surprising for them at least. A foreign correspondent office in Asia alone is saving several thousand Euros per year for satellite transmission. These figures compare the satellite transmission costs for TV contributions with the transfer costs using Mailbox IP.

Between January and December 2008 about 200 telecasts have been produced in Asia and transmitted from there to the European headquarters. Most of the contributions arrived via file transfer, many of them about 30 minutes and longer. The only costs for the transfer via Mailbox IP are the expenses for renting a symmetrical user-to-user connection which summed up to 2,100 US\$ per month or 25,200 US\$ per year including flat rate. Transferring all these contributions via satellite would have been significantly more expensive with estimated costs of about 137,000 US\$ - without costs for time and transportation to the satellite feed. That way the investment in the Mailbox IP paid for itself within less than six months.

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## **CHANNELS SALES INITIATIVE**

### **Partnerships in Italy and Scandinavia**

In January we launched a worldwide channel partner program for Value Added Resellers and system integrators that want to add DAVID Systems' broadcast products to their solution portfolio. The partner program provides a scalable and flexible framework to meet the expanding requirements of broadcast customers today and in the future. A consistent and integrated Channel Partner Program enables our partners to take advantage of new market opportunities and makes each of us, and especially our customers, more successful. Our partners have the ability of leveraging and representing our entire portfolio of products and services based on their core competencies: broadcast specific sales, professional services, and detailed geographic knowledge.

Since March we have a new channel sales partnership with Analog & Digital Technology Srl (A&DT) which expands DAVID Systems' presence in Italy. The Monza based company is a member of the Pro Audio Group and operates in the broadcast, studio recording, home theatre and industry market segments. As well established and highly trusted broadcast experts A&DT will distribute and service DAVID Systems' complete portfolio of products and technology lines in Italy.

For Denmark, Norway and Sweden we closed a partner agreement with the Danmon Group of companies. In Denmark there are three sales and technical support offices in Copenhagen, Odense and Aarhus. The company in Norway is located in Oslo. The Swedish company is located in Stockholm. The Danmon Group of companies in the three Scandinavian countries are all focusing on the professional video, transmission and systems segments and working at a very high level in sales and technical support. As a member of Danmon Group our present Scandinavian partner Soundware will stay the main contact for DAVID System projects in these countries.

The existing partnerships with X-Art Prodivision (Austria), Dr.W.A.Guenter AudioSystems (Switzerland), Audmax Broadcast (Hungary), aicox systemas (Spain) and ProfiAudio (Poland) have been renewed under the terms and conditions of our new partner program.

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## **PROJECT NEWS**

### **Current and just finished projects**

#### ***P4 in Norway chooses DAVID Systems for radio automation***

P4 Radio a private Norwegian radio and TV station located in Oslo and Lillehammer has chosen DAVID Systems as the main provider for the technical renewal of the radio production and automation system. One of the main reasons for their decision is the high degree of scalability and expandability offered through DigaSystem. Particularly the possibility to enhance the system with video functionality was an important aspect with view of the current developments in the broadcast market. P4 will be equipped with the latest BroadcastServer technology and MovesMedia applications to connect both locations. The order has been acquired by our Norwegian partner Danmon Group who is also responsible for professional services and subsequent support.

#### ***InfoRadio in Budapest OnAir with DigaSystem***

Integration, interoperability, intuitive use – three concepts of our broadcast solutions which also convinced our new customer Inforadio in Budapest, Hungary. The private radio station started regular operations end of March. Together with our Hungarian partner Audmax we installed the complete range of radio production and BroadcastServer on-air applications. Also included are the Moves Media tools DigaMailbox and DigaPorter to support their service “tele-radio”. Listeners can call in to play back the latest news via telephone line, controlled by DTMF signals.

#### ***BR on3radio online starts regular operations***

on3radio, the youth channel of Bayerischer Rundfunk (BR) also started regular operations by end of March. The program is delivered via AM, DAB, satellite and cable and combines two former youth formats to a full program with a vast music rotation and an Internet platform tailored to the respective target group. Like the other BR channels on3radio uses DigaSystem production, on-air and Moves Media applications. Additionally video modules have been integrated to produce and edit content for the web portal.

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