

XYTECH INTRODUCES ENTERPRISE V.10 WITH UNIFIED MANAGEMENT OF PHYSICAL AND DIGITAL ASSETS AT IBC 2007

Xytech Enterprise new version 10 provides comprehensive file-based media capabilities and an integrated workflow solution for managing physical and digital assets

Burbank, CA/London UK, September 6, 2007, IBC Stand 7.141 - Xytech Systems Corporation, a leading provider of business software for media operations including workflow management, resource scheduling, and media asset management, introduced Version 10 of its flagship software, Xytech Enterprise, which expands management capabilities of file-based media (digital assets) and supports digital workflows. Previewed at NAB 2007, Xytech Enterprise Version 10 is being formally launched at IBC 2007 and is available immediately worldwide.

These new comprehensive capabilities enable customers to manage physical and digital asset libraries and associated metadata in a uniform manner while integrated with the core Xytech Enterprise workflow modules. This provides film studios, broadcasters, post-production and production facilities, government and corporate media departments with a complete solution for all physical and digital asset related work processes and library management. Through expanded Web Services and Xytech's Digital Ordering Module, digital workflows can be supported, with easy integration with third party applications such as digital asset management (DAM) systems, traffic applications, broadcast play-out systems, and digital content delivery systems.

The Xytech Enterprise software provides a complete, end-to-end business workflow solution for the creation, management, scheduling, tracking, and delivery of physical and digital media assets. The software allows users to manage and track physical and file-based media content and related activities including media ordering; scheduling resources, crews, and rooms; tracking equipment; facilities management; bid and work order generation and management; purchasing; billing; quality control of media elements; content delivery; transmission order management; and the management of physical and digital library assets.

Version 10 offers expanded support for file-based media assets and integrates with the MetaVault metadata library and Media Ordering modules. This allows the Xytech software to perform federated management of both physical and digital assets and gain visibility of such assets regardless of asset type and location. Users can now tie their digital assets and DAM

systems into the company's media operations with a common, unified workflow for projects, media jobs, and work orders that drive media requests, media orders, and media purchase orders. In addition, new Web services provide for integration of digital workflows with third party products and processes including ingestion, transcoding, watermarking, broadcast automation, DAM, and media delivery systems.

Ron Peeters, Executive Vice President of Xytech Systems Corporation states, "Having the powerful capability to create, search, retrieve, and manage both physical and digital asset libraries in an integrated manner as part of a typical business workflow is an integral requirement of broadcasters, film studios, corporate media departments and service providers. The combination of Xytech's industry-leading media library capabilities with its embedded business systems functionality and integrated resource scheduling makes Xytech Systems' Enterprise software the ideal solution of choice for every media operation."

About Xytech Systems Corporation:

Xytech Systems Corporation is a leading provider of media business software and services for workflow management, resource scheduling, facilities management, and media asset management for the media and entertainment industries.

Customers include most film studios, many broadcasters, production and postproduction facilities, rental houses, media content providers, and the media departments of numerous Fortune-1000 corporations. There are over 350 Xytech Systems software installations worldwide supported by a global professional services team with extensive experience in studio, postproduction, and broadcasting.

Xytech Systems is headquartered in Burbank, California, and has regional offices in New York and London, UK. For more information about Xytech Systems, please visit www.xytechsystems.com or call +1-818-303-7800 USA / +44 (0)20-7903-5170 UK