

Best-In-Class Web Content Management Solution for Broadcast Media

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futureLAB, a technology innovation think-tank and engineering company and Magnolia, the Open Source content management vendor that delivers simplicity on an enterprise scale, have launched Magnolia-on-Air, an innovative solution for broadcast media and large organisations managing multimedia content. Magnolia-on-Air provides a seamless environment for transferring content between professional broadcast systems and a feature-rich interactive web-presence. The system also allows users to draw online feedback and community content back into the broadcast production environment.

The workflow within Magnolia-on-Air allows users to capture broadcast content and rapidly repurpose it for publication on the web. Based on the needs of customers in broadcast and media, the system has been designed to significantly cut production costs, get rich media content to the web first and draw online community-participation back into the broadcast environment.

«We based our solution on the best available Open Source technology components to develop an open, highly interoperable and scalable system based on the needs of modern broadcast media,» explains Peter Schulz, VP of Business Development at futureLAB . «With the web increasingly becoming a rich-media environment, we have already received much broader interest in the system from large corporate and public sector organisations looking to take their own broadcast channels online for corporate communications.»

«Having a single system with such a refined workflow dramatically reduces the cost, time and man-hours needed to bring our content to the web,» stated Augusto Chollet, Head of Multimedia of Radiotelevisione svizzera di lingua italiana (RSI), a Magnolia-on-Air customer.

Magnolia-on-Air not only captures high-definition rich-media streams but also the surrounding broadcast metadata, including presenters' scripts, editors' notes and almost any other information available from other host systems. With all the relevant information residing in Magnolia-on-Air, web editors work with an intuitive browser-based interface in which they can edit video and audio content, create and resize static images, as well as produce headlines, leaders and accompanying stories utilizing imported meta data.

Responding to the needs of modern television audiences for more interactivity with programming, Magnolia-on-Air also allows broadcasters to instantly draw comment back from the web into the broadcast environment to allow a real-time dialogue with viewers. The system even enables rich-media content uploaded to the web by viewers to be pulled into the broadcast environment. This functionality is increasingly important for broadcasters, as members of the public are often the first to capture footage of breaking stories using mobile phones and other devices.

Magnolia-on-Air is a joint development of futureLAB, a technology innovation think-tank and development company with extensive experience in the media, telecoms and cable businesses and Magnolia. futureLab's existing customers include Cablecom (Liberty Global), Swisscom, SF-Schweizer Fernsehen (Swiss TV). The media asset management and content delivery platform within Magnolia-on-Air is based on futureLAB's high-performance mediaFLOW architecture which has been proven itself in large ISP and media environments.

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For more information on Magnolia-on-Air, please visit:

<http://www.magnolia-cms.com/onair>

Über «Swisscom AG»

Über futureLAB

futureLAB ist eine Softwareentwicklungsfirma in den Bereichen Internet und Telekommunikation, die im Mai 2000 gegründet wurde. Das Entwicklerteam besteht aus sehr erfahrenen Internetsoftware- und Netzwerkspezialisten. Alle Mitglieder des Managements haben einen Leistungsausweis im erfolgreichen Aufbau von neuen Produkten, Geschäftszweigen und komplett neuen Geschäftsfeldern, die einen Millionenumsatz in der Telekommunikations- und Internetbranche generiert haben. futureLAB hat sich vor allem auf das Design und die Implementierung von innovativen Softwarelösungen spezialisiert. futureLAB-Systeme werden unter anderem für alle ISP Services bei cablecom, dem Schweizer Fernsehen, der Zürcher Stadtpolizei und für den Managed Service «mediaHUB» eingesetzt.

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