

## **RED BEE MEDIA SELECTS XYTECH SOFTWARE TO MANAGE ITS FILE TRANSFER AND ARCHIVE OPERATIONS**

**Burbank, CA/London UK, August 28, 2007** - Xytech Systems Corporation, a leading provider of media business software and services for workflow management, resource scheduling, and media asset management, announced today that Red Bee Media, London UK, has selected Xytech's Enterprise software with Job Management, Scheduling and Bidding modules to manage the workflow in its new Format Transfer Area.

With over 1400 staff in London and its subsidiaries across the world and revenues in excess of £100 million, Red Bee Media is the largest playout and channel management business in the UK. It provides critical services to a number of broadcasters including the BBC, UKTV, Channel 4, Five, Virgin Media TV and ESPN. Red Bee Media also helps broadcasters and advertisers engage with their audiences and differentiate their channels and products with compelling promotions, advertising campaigns and on-air presentation design.

Adopting Xytech's software will allow Red Bee Media to better manage various working processes in its Format Transfer Area such as budget management, project and order creation, scheduling and tracking of resources, resulting in increased workflow efficient resource utilization. In addition, Red Bee Media will be able to forecast more accurately volumes of work and resource demands. The scalability of Xytech's software is a good fit for Red Bee Media in view of their planned future move to automated services management.

Jake Robbins, Manager Operations for the Red Bee Media Services teams, states, "After careful consideration of the systems available in this area, Xytech best met the requirements that we have for managing the new Format Transfer Area. Its versatile package will allow us to tailor it to best fit our requirements. The level of visibility and reporting Xytech will provide us will help us to run an efficient and robust area, whilst its options to expand with our development will enable us to plan and execute future requirements."

Commenting on the sale, Ian Tootell, Senior Manager Sales EMEA, added, "The robustness of Xytech Systems' software provides Red Bee Media an ideal solution for its internal and external

scheduling and order management requirements, and gives them an integrated solution that will allow them to grow as its media business grows."

**About Xytech Systems Corporation:**

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

Customers include film studios, broadcasting companies, postproduction facilities, rental houses, media content providers, and the media departments of numerous Fortune-1000 corporations. There are over 350 Xytech Systems software installations around the world 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](http://www.xytechsystems.com) or call +1-818-303-7800 USA / +44 (0)20-7903-5170 UK

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