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## **XYTECH SYSTEMS REVEALS NEXT GENERATION “MEDIAPULSE” APPLICATION SUITE AT IBC 2008**

**Burbank, CA/London, UK, September 11, 2008, IBC Stand 7.A41** - Xytech Systems Corporation – a leading provider of software solutions that improve, automate, and streamline the mission-critical business aspects of media operations, including business workflow, resource scheduling, media library management, and digital workflow automation – will reveal its next generation application suite named “MediaPulse” at IBC 2008.

The MediaPulse application suite was designed in conjunction with Microsoft’s top engineers using the latest .NET technology to satisfy increasingly sophisticated industry requirements for deep functionality, flexibility, ease of configuration and deployment, and open integration with other applications while leveraging the powerful designs of the industry proven Xytech Enterprise product line. The end result is faster out-of-the-box deployment, closer alignment of the application screens with end user workflows, increased end user and resource productivity, and significantly lower total cost of ownership (TCO).

In combination with the current .NET based Xytech Service Request web and Xytech Digital Order Workflow Manager Modules, users can now attain a complete, integrated, streamlined, end-to-end modular solution which allows internal and external customers to place orders through the web, including costing and other information, process such work orders internally for creative and media services, and have content delivered in an automated manner without any human intervention.

MediaPulse also includes redesigned modules of Xytech’s market leading Library, Media Order, and Schedule Book applications with next generation capabilities. A new browser-like library search allows users to quickly find and display assets, images, and metadata in asset specific layouts with a carousel feature to view asset images and play proxies. The Media Order module supports multiple and varied workflows, including automation of related services such as transcoding and delivery of both physical duplication and digital asset orders. The Schedule Book application contains unmatched out-of-the-box functionality with the flexibility to easily adapt the user interface to a specific user environment, whether for production, outside broadcast, post production, or other resource or facility intensive operation.

The MediaPulse architecture provides key benefits that directly increase user productivity including:

Ability to configure application screens and workflows. MediaPulse has a powerful Layout Editor developed by Xytech that allows users to completely control and define the user interface. As fields are moved around, the prompts, security settings, and all business rules are moved with them automatically. MediaPulse also offers local language support and the ability to manually rename any field, tab page, or area of an application.

High performance, easy deployment, and openness. The powerful architecture of MediaPulse provides significantly increased performance and flexibility with sophisticated caching methods. The entire system is API enabled and therefore other applications can easily add, change, delete, and select data from any table based on the security set for the API user.

Powerful reporting with drill down. An embedded report writer allows seamless integration for reporting needs. Hundreds of standard reports are included with MediaPulse that can be modified and filtered on the fly. Users also have the ability to interactively drill down into details behind report line items with appropriate user access security validation or exported in a wide variety of file formats.

Richard Gallagher, President and CEO, states "MediaPulse is a revolutionary application suite that raises the bar in combining deep program functionality with flexibility and configurability to closely align application workflow with how users actually work. The feedback we've gotten from end users and senior IT executives has been tremendous, resulting in the first preorders from customers who will be early adopters of MediaPulse."

#### **About Xytech Systems Corporation:**

Xytech Systems Corporation is a leading provider of software solutions that improve, streamline, and automate the mission-critical business operations of media and entertainment companies including business workflow, resource scheduling, media library management, and digital workflow automation.

Over 350 media companies worldwide rely on Xytech Systems software to manage their media business operations including many international broadcasters, major film studios, postproduction facilities, cable and broadcast television networks, satellite operations, media content aggregators and distributors, and corporate media departments of Fortune 1000 corporations.

Xytech Systems is headquartered in Burbank, California, and has regional offices in New York and London, UK. Xytech Systems is a Microsoft Gold Partner, an IBM Premier ISV Partner, and a Hewlett-Packard Industry Partner. 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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