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FOR IMMEDIATE RELEASE:

ANTENNE BAYERN Gets Creative, More Efficient by Partnering with DAVID Systems on Video Workflow Integrations

New Content Manager Service Allows Prominent Broadcaster to Consolidate Multimedia Content Into Existing Audio Production System, Resulting in Streamlined Processes to Meet Audiences' Increased Demand for Video Content

MUNICH, Germany – September 15, 2017 – DAVID Systems, Inc. a leading enterprise software company, known for open, customizable and scalable rich media workflows, today announced its collaboration with ANTENNE BAYERN, Germany's leading private broadcasters, for the enhancement of the broadcaster's existing DigaSystem with DAVID's Content Manager solution. The upgrade is designed to add a lean multimedia production layer that allows ANTENNE BAYERN to operate all its workflows, including third-party software, into a single system.

The addition of the new multimedia production solution allows ANTENNE BAYERN's radio production specialists more efficiency and creativity by consolidating its multimedia content such as images and videos into its audio production environment. The upgrade also enables the broadcaster's video tools to be more standardized and operate on both DAVID Systems' DigAS framework and non-DigAS frameworks, making them interoperable and easy to use. In this process, Content Manager functions as a conduit, linking the workflow system to export RoughCut projects, another DAVID Systems' solution, into third-party software, allowing a seamless work transition.

This holistic approach, which replaces individual, disjointed work streams, allows ANTENNE BAYERN to streamline its workflows, meaning producers can spend more time on the creative process and less time moving projects from one third-party solution to another. The upgrade also significantly reduces the amount of time employees invest switching between systems, allowing them to instead focus on new challenges, such as meeting the audience increased demands of multimedia consumption.

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ANTENNE BAYERN, which has collaborated with DAVID Systems on previous projects, is glad to once again work with the enterprise software company on the upgrade. “As our audience continues to express increased demand for video content, video production is becoming more and more relevant for our day-to-day business,” says Michael Kerscher, Chief Technology Officer at ANTENNE BAYERN. “DAVID Systems is a trusted partner and a tremendous asset for us as we embark on this audiovisual journey by giving us the perfect tools to move seamlessly between platforms and connect with the next generation of listeners.”

DAVID Systems’ browser-based Content Manager provides radio production professionals context-sensitive, collaborative project oversight, creating an efficient, real-time approach to handling day-to-day workflows commonly found in radio stations. The approach allows radio production professionals to start, edit and finalize projects at any time, from anywhere and on any device. The upgrade significantly reduces the amount of time employees invest in administrative tasks and training, allowing them to instead focus on stories, multimedia production, publishing and other efforts that directly add value to the station.

Key features of DAVID Systems’ Content Manager include:

- Workflows move seamlessly between platforms, providing independence from operating systems.
- Easy development, integration and adoption of new workflows (e.g. the addition of a “publish” tool for social media) without outside help.
- Access and management of projects from anywhere at any time with any device.
- Browser-based to allow accessibility from both desktop and mobile browsers across different operating systems.

“DAVID Systems provides services and solutions that allow our broadcast customers to use the latest enterprise software tools available. This enables them to streamline their infrastructure and to efficiently respond to audiences’ demands, such as an increased appetite for video consumption,” says Vincent Benveniste, co-owner and CEO of DAVID Systems. “As a collaborative consultant and longtime partner of Antenne Bayern, we offer the best tailored solution to meet our partner’s production needs and to connect with their audience in the best possible way.”

About DAVID Systems

DAVID Systems is a leading enterprise software company, known for open, customizable and scalable rich media workflows, which are deployed in some of the largest and most innovative radio stations and media companies worldwide. The privately owned company was founded in 1991 and is headquartered in Munich, Germany, with offices in Berlin and Washington, D.C. DAVID’s umbrella product suite, “DigaSystem” or “DigAS,” offers an easy way for journalists, producers and operations teams to produce cross-media content and cost-effectively manage the opportunities and challenges of multi-channel distribution.

About ANTENNE BAYERN

Located in Ismaning, near Munich, ANTENNE BAYERN evolved since 1989 into Germany's most listened to private radio station with more than 3 million listeners per day. The programs are distributed via FM and DAB+ all over Bavaria. The live stream and 18 webradio channels are available worldwide. ANTENNE BAYERN presents a mix of music, news, entertainment and services.

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