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**IBM LAUNCHES NEW DIGITAL CONTENT STUTTGART SOLUTIONS
CENTRE FEATURING EMMS DEMONSTRATION**

IBC, Amsterdam, September 14, 2001 – IBM has announced the opening of its new IBM Digital Content Solutions Centre based at the IBM Forum in Stuttgart, Germany. Showcasing IBM solutions that improve the way companies create, manage, publish and distribute digital content, the centre allows customers to experience these solutions first hand and provides an insight into new portfolio developments.

“IBM’s industry-leading digital content offerings provide a bridge from traditional analogue-based infrastructures to new, digital, rich-media formats,” said Simon Dyson, Vice President, IBM Communications Sector, EMEA. “This new centre in Stuttgart highlights how IBM is combining extensive industry expertise with proven solutions based on open standards to help companies improve productivity, streamline operations, enable cost efficiencies and create new revenue streams through the adoption of digital content technologies.”

The IBM Digital Content Solutions Centre will offer a combination of permanent on-site demonstrations as well as special events tailored to meet specific industry requirements. Permanent demonstrations will include:

Audio Suite Demonstrations

Secure Distribution of Digital Content – IBM Electronic Media Management System (EMMS) – a comprehensive e-commerce software suite for digital content distribution that ensures content is tracked, measured and controlled to prevent piracy. The solution is composed of five components that interact to provide content owners, e-businesses and consumers with a complete system for enabling e-commerce of digital assets such as music, e-books and other media. EMMS can support distribution via multiple channels to PCs, phones, set top boxes and PDAs.

Broadcast Content Management - RadioMan – an end-to-end broadcast content management solution from Jutel that enables content to be created, scheduled, organised, broadcast and archived simultaneously to multiple media channels, such as radio, DAB, Internet and wireless. System functionality incorporates centralised control of operations – including output from multiple locations or over multiple channels.

Video Suite Demonstrations

Media Production for Video Producers – featuring IBM Media Production Suite – a robust production solution for video asset management. Based on open standards, the scalable suite can easily be customised to manage, archive, reproduce, assemble and distribute video assets in an end-to-end digital production environment.

Broadband Content Distribution – a broadband video distribution offering that incorporates highly reliable servers and storage; powerful management software; best-of-breed solutions from strategic alliance partner, The Fantastic Corporation; and, proven consulting, integration and support services. This solution enables companies such as content providers, enterprises, telcos and network operators to aggregate, package, manage, broadcast and view rich-media content over broadband networks.

Text & Image Suite Demonstrations

Digital Asset Management – IBM Networked Interactive Content Access – a flexible, state-of-the-art digital asset management publishing solution that simplifies multimedia asset digitisation, storage and retrieval. The system provides an interactive, electronic library to consolidate, integrate and manage digital content.

For additional information about the IBM Digital Content Solutions Centre, please contact the programme manager Heiko Rother at email: rother@de.ibm.com
Tel: +49-7031-16-4514 or www-5.ibm.com/de/ibmforum/stg/.

About IBM Digital Content & Media Group

Managing the growth of digital assets is fundamental to securing new revenue streams and realising cost savings. Our vision is to enable the transformation from analog processes to digital infrastructures by providing e-business solutions to help companies create, manage, store and distribute digital content securely in any media, to anyone, to anyplace or device, at anytime. A recognized leader in digital technologies, IBM offers a comprehensive portfolio of digital content solutions, networking and storage systems, and services that are already helping to transform the traditional creative and business processes of media and entertainment companies and positioning them to leverage their valuable content into new commercial opportunities. With professionals worldwide who are dedicated to understanding and solving the challenges facing the digital content marketplace, IBM can help make sure you get the right e-business solutions for your unique requirements.

For more information visit: www.ibm.com/solutions/media