SCISYS Media Solutions Extends OpenMedia Interoperability with Avid MediaCentral | Cloud UX

New partnership enables unified solutions to tackle the most complex workflows in broadcast news production and delivery

Munich, Germany, 14 September 2019: [SCISYS Media Solutions](#) (previously ANNOVA Systems and SCISYS Media & Broadcast), the leading newsroom system provider in Europe, has announced that they have joined the Avid Alliance Partner Program. As a result, the latest extension to the SCISYS OpenMedia Newsroom Computer System (NRCS) will provide a unified integration with the Avid MediaCentral | Cloud UX™ platform, simplifying even the most complex workflows in broadcast news production and enabling editorial teams to complete any newsroom project with ease.

SCISYS OpenMedia software allows unified news-production, from reporters and camera operators to producers and news managers, to obtain instant insight into all stories in development, update their status and review news calendars — in addition to staying on top of relevant news and social media feeds. Integrated with Avid's MediaCentral | Cloud UX, users will be able to access delivery solutions anytime, anywhere, through a simple user-friendly graphical interface, available as a web client, and via mobile apps for iOS and Android devices.

Opening the SCISYS platform up to third party vendors will combine the speed and scalability of OpenMedia news planning and production tools with the power and flexibility of Avid's MediaCentral | Cloud UX, addressing the most advanced requirements of any enterprise newsroom, including handling multiple tools for news research, editorial planning and rundown management. SCISYS will also be providing Avid users with the OpenMedia Connector module, which will be available through Avid's partner and distribution network.

"Our partnership with Avid is a huge step forward for SCISYS," says Michael Schueller, CEO of SCISYS Media Solutions. "Opening up our OpenMedia platform presents customers, both old and new, with numerous opportunities to unify the tools of our renowned news planning and production systems with Avid's state-of-the-art production environment and network for a seamless end-to-end user experience."

"We're excited to welcome SCISYS Media Solutions to the Avid Alliance Partner Program. This new integration will allow direct synergies between our customers, providing the tools, and an open platform to create and deliver higher quality content faster," adds Ed Caracappa, Senior Director of Global Alliances at Avid.

SCISYS Media Solutions will be displaying its full range of newsroom and radio delivery solutions, including OpenMedia, on booth **3.B38** at IBC2019 in Amsterdam between 13 to 17 September 2019.

About SCISYS Media Solutions

With more than 75,000 users worldwide and over 20 years of experience, SCISYS Media Solutions is the market-leader in newsroom and radio delivery software solutions, including flagship dira! and OpenMedia platforms. Previously known as ANNOVA Systems GmbH, and SCISYS Media & Broadcast, SCISYS Media Solutions offers a wide range of professional news and content delivery solutions for innovative media companies across national and international markets.

SCISYS Media Solutions software is relied on internationally by both private and public media institutions, including key players in broadcast and delivery, including ARD Group, Deutsche Welle and Deutschlandradio, Pro7Sat1, BBC, Corus, SRG SSR, Radio France, France 24, funradio and RTL2, ENMA, RÚV, SABC, VRT, TRK Ukraine, 1+1 Ukraine, and many more.

For more information, please visit: https://www.scisys.com/mediasolutions/ and follow the company on LinkedIn as well as Twitter.

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