



## Press Release

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## SGT and Vivesta exhibit together at 2011 NAB show in Las Vegas

***SGT and Vivesta will showcase the complementarity of their product solutions, VEDA and MediaFlow.***

**Champs sur Marne, France, March 24, 2011** – For the first time since SGT has acquired Vivesta in February 2011, the two companies will exhibit together at this year's NAB show in Las Vegas (**booth # N1402**). The group addresses broadcasters, TV channels, VOD, IPTV services, telcos and media companies, providing them with comprehensive software solutions for Media Asset Management (MAM), playout automation and VOD content management and delivery.

SGT will show its **new generation MAM solution**, which is based on a completely overhauled and innovative architecture. It offers modular components adaptable to all business processes and presents a set of powerful editorial and technical features (e.g. file ingest, quality check, marking & validation, speech to text, etc.) as well as transversal views that are always visible (e.g. bookmarks, browser, search, video player, to-do-list). The new generation MAM is very easy to use and ergonomic so that even non-technical users can manage all their content in a secure and efficient manner. It follows the same logic as the **VEDA Automation** solution that will also be one of the highlights of SGT's presence at the show. SGT will also showcase **iVEDA**, an e-application to check broadcast content, securely and in real-time, on a computer, a smartphone, an iPad, or an Android tablet.

Vivesta will highlight the key features of MediaFlow, a fully Web-based and modular solution that is perfectly suited for multi-outlet delivery. MediaFlow offers complete solutions for TV channels and VOD services. It covers all features from content library management to VOD publications, including rights and license management.

*Experts that deliver*



Furthermore, SGT and Vivesta will present a scope of customer projects in the areas of media content management, playout automation, and VOD content management and delivery.

Visitors to the booth will have the possibility to find out more about the complementarity of the two product lines, SGT's VEDA and Vivesta's MediaFlow.

Guillaume d'Azémar de Fabrègues, group managing director, said: "SGT's strategy for the coming years is to combine TV, IPTV, and VOD technologies, which will open up tremendous opportunities. The complementarity of SGT's and Vivesta's portfolios will help us to reach a much broader set of clients with powerful, enriched and state-of-the-art product solutions. At NAB, our clients and partners will have a perfect opportunity to discover our combined offering."

**About SGT:**

With 20 years of experience in broadcasting, SGT is a leading global software vendor providing innovative solutions for the broadcast and media industries. More than 300 TV channels worldwide use SGT's award-winning software suite, VEDA™, such as Arte, BeTV (Belgium), Canal +, EPTV (Algeria), Eurosport, France Télévisions, M6, ProfMedia (Russia), RTBF (Belgium), RTL, SBS (Netherlands), SWR (Germany), TF1, TSR (Switzerland), TV5 Monde. The solution based on a service-oriented architecture (SOA) features high flexibility and modularity offering seamless integration into each client's environment. The company was founded in 1990 in France. For more information visit SGT's website at [www.sgt.eu](http://www.sgt.eu)

**About Vivesta:**

Vivesta delivers comprehensive workflow based media solutions for TV, VOD, IPTV and mobile TV services. Its flagship product, MediaFlow, combines Media Management, Channel management, Linear and non-linear Publishing in a single solution enabling customers to maximize the potential of their asset catalogue on multiple outlets.

Vivesta serves customers from broadcasting facility companies, national broadcasters and cable companies up to publishers with the ambition to explore the possibilities of content distribution. Our customers include among others, Endemol, Jetix (Disney), KPN, MTV, Reed Business Information, RTL, Technicolor and VRT. More information at [www.vivesta.com](http://www.vivesta.com).

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