

Press release

Efficient video management with pirobase® CMS

Hürth, 15 February 2011 – With the help of a new technology partner, Imperia AG is expanding its portfolio to include a video management function. From now on, the Cologne content management experts are cooperating with MovingIMAGE24, a specialist for online video technology. The aim of the partnership is to integrate high-quality, process-orientated video management into the enterprise content management system pirobase® CMS. The seamless integration enables users to manage, edit and publish their videos quickly and easily via their usual editing interface. This allows them to integrate videos into their websites quickly and intuitively, which in turn streamlines operating procedures and increases work efficiency.

VideoManager 5 is a solution for the management of moving images on websites that has received multiple awards and is integrated into pirobase® CMS via an interface. This integration allows users to make use of all of the functions of VideoManager directly in the system. Users edit their videos in the usual editing environment and can create start screenshots, chapters or statistics. With a single click, the moving image and the title are adopted into the live preview of pirobase® CMS. The functions and settings can also be tested here directly before publishing. The video content can then be incorporated into the website in the desired location extremely easily, and is subsequently published within the framework of the editing workflow. VideoManager 5 makes the videos available via the Akamai network. This guarantees that the videos are securely delivered all over the world at any time.

'Multimedia offers such as video streams are a fundamental component of any modern web presence. By incorporating our high-quality online video technology into the content management solutions of Imperia AG, we are not only expanding the spectrum of our process-orientated and user-friendly system, but at the same time we are also offering our customers the option to add further interactive functions and post their video portals with social media applications directly online with a mouse click – without installing software,' says Dr Rainer Zugehör, CEO of MovingIMAGE24.

'With MovingIMAGE24, we have found the ideal partner for making video streaming that is seamlessly integrated into our workflow available to our customers. VideoManager and pirobase® CMS fit together perfectly. This is because both can be operated quickly and intuitively, are high-performance, are easy to integrate via an interface and offer our customers unbelievable potential for optimising their processes and thereby saving time and



money during daily work,' adds Georg Hermann, Director of Product Marketing at Imperia AG.

About MovingIMAGE24

MovingIMAGE24 is the specialist for online video technology and provides VideoManager 5 as an SaaS solution for incorporating moving images into websites. Numerous awards such as the IPTV Award 2009 and the ITVA Award "State of the Art" 2010 underscore the position of MovingIMAGE24 as the leading supplier of video management systems. With VideoManager 5, companies, publishing houses and agencies can optimally manage and present videos. The solution broadcasts video worldwide in the highest quality (up to HD resolution) through intelligent streaming. It also enables the video CMS to add interactive functions and post video portals with social media applications directly online – on the web and for mobile use. Renowned companies such as DekaBank, Stiftung Warentest, BMW and Deutscher Fachverlag are already implementing successful solutions from MovingIMAGE24. MovingIMAGE24 was founded in 2008 and has its headquarters in Berlin. You will find further information at www.movingimage24.de.

About Imperia

Imperia AG is one of the leading providers of enterprise content management (ECM) solutions. Apart from a large consulting team of ECM experts, the two product brands imperia and pirobase® CMS are among the company's core products. Imperia's customers include groups such as METRO, RWE, Praktiker and Panasonic, media companies such as sueddeutsche.de GmbH, ProSiebenSat1, Brainpool and Bayerischer Rundfunk, medium-sized companies such as Stiebel Eltron, Tank & Rast and Siegenia Aubi, numerous public institutions and many other companies from the widest variety of sectors. Imperia AG is a 100% subsidiary of PIRONET NDH AG.

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