

Press Release

Fraunhofer-Institute IESE: ISY3 is the key trendsetting technology for the Media Industry.

DTS Medien AG's ISY3 Suite is an important next generation technology for the media industry, according to the Fraunhofer Institute for Experimental Engineering (IESE). This assessment follows in the framework of a study that underlines the concrete practical requirements of major media companies.

Herford, February 9, 2010 – For the media industry, ISY3 is no less than a key trendsetting technology. This is the conclusion that the Fraunhofer Institute for Experimental Engineering (IESE) in Kaiserslautern arrived at. This renowned institution was commissioned by a major media company to make an independent assessment of selected providers.

"The Fraunhofer Institute for Experimental Engineering IESE is one of the world's leading research facilities in the area of software and system development with international integration", explains Garvin Prenzing, Director of Marketing & Sales at DTS Medien AG. "Seeing that, a special weight can be attached to that decision."

The companies wanted an independent evaluation as to which software solution they should go with. Therefore, they assigned the Fraunhofer Institute IESE - one of 57 Institutes of the Fraunhofer organization, to analyze different technologies available on the market.

The result is based on an extensive investigation and evaluation of the ISY3 technology - also with regard to its practical suitability and sustainability. The object was, furthermore, to check the implementation for consistency with regard to its architectural concept as well as the development and a check of the quality attributes on the basis of the numerous user scenarios.

"The strict assessment criteria of the Fraunhofer Institute's IESE accorded ISY3 in a virtually perfect manner so that media organizations can ultimately decide for our software suite with a clear conscience", says Garvin Prenzing happily.

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Experience ISY3 Live

ISY3, as a technologically leading provider, is one of the main sponsors of the 8th professional conference for successful and efficient product communication (Prokom 2010) that will take place from 23 - 25 February in Mainz. The products of the further developed ISY3 Suite will be presented at the booth and in the scope of a workshop. Further information at : www.prokom-kongress.de

About the Fraunhofer-Institute IESE

The Fraunhofer-Institute for Experimental Software Engineering (IESE) has at its disposal leading Europe-wide architecture and process skills and is dedicated to the Fraunhofer Organization for information and communications technology particularly key trendsetting technologies of tomorrow.

Further information at: www.iese.fraunhofer.de

About ISY3

Brands, organizations, agencies, and service providers with ISY3 have at their disposal a platform with which communications and media processes can be conducted faster, at a higher quality, and more efficiently. The groundbreaking and convincingly simple ISY3 technology connects people, content, and technology to a continuous integrated workflow for cross-media multichannel publishing. ISY3 helps domestic and international organizations in all target markets and across all media to implement their communications better than up to now. ISY3 is a product of DTS Medien AG

DTS Medien AG, located in Herford has been established in the media industry for over 27 years as a full service provider for IT solutions. The company employs roughly 100 workers, 70 of which are software developers. This young team continually develops new and innovative applications to optimize communications and media processes. This Know-How is bundled into the ISY3 Software. ISY3 is already available in its third generation version and successfully in use worldwide by more than 450 clients.

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