

Turner Broadcasting System, Inc. Selects North Plains' Media Asset Management Solution to Access, Repurpose and Distribute its Digital Files

TORONTO, Ont., June 2 (SEND2PRESS NEWSWIRE) – North Plains Systems, Inc. (www.northplains.com), the leading provider of digital asset management (DAM) and media asset management (MAM) software solutions, today announced that Turner Broadcasting System, Inc. (TBS, Inc.) has selected TeleScope(TM) for its centralized digital asset repository. The new system will enable TBS, Inc. to develop a standalone system that can seamlessly integrate with other digital asset management solutions already in place within its corporate family, also based on TeleScope. The combined platform will create a unified repository that will allow sales, marketing, public relations and other third party agencies across its entire family to quickly store, search on, share and push images between globally distributed departments.

Exciting new projects are building on the momentum of a thriving digital industry. A record number of new broadcast, media and entertainment customers are using TeleScope to access and share images across once disparate companies to help bring new content to market faster than ever before. The global adoption of TeleScope marks a significant step forward in a technological evolution that is helping companies reach their goal of becoming a dominant brand in their respective market.

The proliferation of digital content development in support of web, marketing or advertising initiatives has created the TeleScope demand for sophisticated asset management solutions that automate workflows and streamline complex, time-consuming manual tasks. "The volume of scanned images, video, documents, Web sites, collaborative workspaces, corporate records, blogs, statements, and other types of content continues to explode," said Stephen Powers, Senior Analyst, Forrester Research. "Enterprises don't just need to manage content to reduce risk, they must manage it to improve business processes, transform stale customer experiences, and enrich employee collaboration."

"We are pleased that Turner Broadcast System, Inc. chose TeleScope's robust and flexible capabilities to help them meet their specific business requirements," said Hassan Kotob, President and CEO, North Plains Systems, Inc. "The TBS, Inc. selection of North Plains further validates our media asset management strategy. They join a growing list of leading content and distribution customers like Sony Pictures, Viacom and Playboy leveraging TeleScope to develop custom content that capitalizes on revenue opportunities and delivers a measurable return on their investment."

North Plains' TeleScope(TM) Digital Asset Management (DAM) Platforms

TeleScope(TM) is an award-winning digital asset management platform that enables the secure access, management and distribution of all digital and rich media content across an entire organization. With its distributed and modular architecture, TeleScope is designed to meet the diverse range of rich media needs from small and mid-size businesses and design studios, to the complex business challenges of global enterprises. Whether you're a new creative 'shop' just starting out; growing so quickly that your asset inventory is getting out of control; or a globally distributed organization with millions of assets to manage, North Plains' TeleScope platform is ready to meet your unique business challenges.

About Turner Broadcasting System, Inc.

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

About North Plains Systems, Inc.

Founded in 1994, North Plains Systems, Inc. is the world's leading provider of digital and video asset management solutions. With a portfolio of over 475 satisfied customers, North Plains' TeleScope platform streamlines the complexity of managing increasingly challenging digital asset environments. From centralized workflow optimization, asset creation, production and virtual collaboration, to delivery and distribution, North Plains provides end-to-end solutions that scale to meet your unique business requirements. Benefit from North Plains' proven deployment expertise and join its growing list of global customers, including: AOL, Boeing, Bowling Green State University, Gallaudet University, Harcourt, HarperCollins Publishers, Microsoft, Ogilvy and Mather, Playboy, Publicis Groupe, Publishers Clearing House, Rodale Inc., Sony Pictures Entertainment, The Utah Education Network, Viacom, and Warner Bros.

For further information please visit www.northplains.com.

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