

North Plains Systems' TeleScope Recognized by KMWorld as One of the Year's 'Trend-Setting Products'

TORONTO, Ontario, Aug. 24 (SEND2PRESS NEWSWIRE) – North Plains Systems Inc., the world's leading provider of **digital asset management** (DAM) and rich media asset management (MAM) software solutions, today announced that KMWorld has named North Plains' TeleScope™ as one of the magazine's "Trend-Setting Products" of 2009. TeleScope was selected for its unique ability to help organizations create, manage, distribute, repurpose and monetize their digital assets.

For the past 15 years, **TeleScope** has been the industry's leading digital asset management solution. North Plains' leadership and innovation have led to TeleScope's adoption by many of the world's foremost companies in their respective industries, including Warner Bros, Turner Broadcasting System, Harper Collins, Boeing, Merck, Publicis Groupe, and countless others. TeleScope's modularity and scalability are designed to meet the needs of companies across every industry and of all sizes, from small businesses and workgroups to the world's largest enterprises and government institutions.

Now in its 7th year, KMWorld's Trend-Setting Products award recognizes products that are legitimate technology breakthroughs. These products solve a specific business problem and deliver value and a demonstrable return on investment for customers. Products given this distinction are selected by a panel of judges comprised of editors, analysts, system integrators, vendors, line-of-business managers and end-users.

"This year's field was highly competitive, with more than 800 products assessed overall," said Hugh McKellar, Editor-in-Chief of KMWorld Magazine. "Our judging panel accepted this challenging task and came up with a list truly representative of what the recognition stands for – innovations that meet the needs of vendors' full spectrum of constituencies, especially their customers."

"It is an honor for our flagship product to be recognized as a Trend Setting product by KMWorld, underscoring TeleScope's value in the market," said Hassan Kotob, President & CEO of North Plains Systems Inc. "This award is a testament to North Plains' ongoing commitment to provide best-of-breed DAM solutions to our customers that deliver the power and scalability organizations require to operate, along with the ROI they need to succeed."

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

TeleScope™ 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 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.

About KMWorld

KMWorld (www.kmworld.com) is the leading information provider serving the Knowledge Management systems market and covers the latest in Content, Document and Knowledge Management, informing more than 50,000 subscribers about the components and processes – and subsequent success stories – that together offer solutions for improving business performance. KMWorld is a publishing unit of Information Today, Inc. (www.infotoday.com).

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