

Press Release

Contact Blue Order:
Christina Seemann
+49 (0)631 / 303-5200
press@blue-order.com

Ateksis joins Blue Order's Global Partner Programme

Kaiserslautern – 11 November 2009 – Blue Order, a leading Media Asset Management (MAM) vendor, today announced that Ateksis has signed a partner agreement to resell Blue Order's leading MAM solution Media Archive as part of its offering, becoming a distributor for Media Archive in Turkey.

Media Archive is the ideal solution for larger media companies and networks as it scales to thousands of users and offers a wide variety of custom configuration options and integration packages, making it the ideal platform for enterprise-scale MAM solutions.

"We have chosen Ateksis because of their excellent reputation and knowledge base. After intensive discussions we are convinced that Ateksis is highly capable to implement our configurable and customizable product," says Christina Seemann, Partner Manager of Blue Order. "They complement our policy of maintaining close partnerships with leading systems integrators and distributors. Ateksis is the perfect distributor for Media Archive in Turkey."

"We are very pleased to join the Blue Order partnership programme," says Mehmet Kis, Managing Director of Ateksis. "Blue Order shares our passion to provide customers with solutions that are of real value to them. This agreement is significant to our clients in Turkey. Media Archive completes our product portfolio and enables us to offer an end-to-end filebased solution to our clients."

[About Blue Order](#)

www.blue-order.com

Blue Order is a global provider of turnkey Workflow and Media Asset Management (MAM) solutions. Media and entertainment companies, corporations and public institutions use Blue Order products to collect, index, catalog, retrieve and distribute audio-visual and multi-format content. The Blue Order 'Media Archive®' product suite provides a comprehensive MAM framework to support new digital content services, optimize workflows and increase efficiencies along the content value chain.

Blue Order is headquartered in Germany with offices in the UK and US. The company has been deploying its products since 1995 for a broad range of customer applications, with a special emphasis on broadcast, library and media production applications. Blue Order has well-established partnerships with technology providers and system integrators to ensure industry-specific solutions and professional services.

References encompass many well-known companies, including Bayerischer Rundfunk, Caracol TV, ESPN Brasil, Technicolor Network Services, National Geographics Society, NBC Olympics, PLAZAMEDIA, ProSiebenSAT1, TVN, Univision, YLE and ZDF. For more information visit www.blue-order.com

About Ateksis

www.ateksis.com

Ateksis is a leading provider of professional audio, video, lighting, broadcast, and communication systems solutions with headquarters in Istanbul Turkey and regional offices in Ankara Turkey and Connecticut and New Jersey United States. The company focuses on providing advanced technologies with its system design, consulting, engineering, installation and integration capabilities to televisions studios, airports, malls, hospitals, government institutions, construction and various other companies. Ateksis also provides distribution, marketing, pre- and post-sale support and maintenance services to many leading manufacturers like Bosch Security Systems, Aastra, Ascom to local and regional markets. Ateksis, with its various business units, defines itself as one-stop-shop for all professional technology needs.