

Press Release

Contact Blue Order:

Christina Seemann

+49 (0)631 / 303-5200

press@blue-order.com

Robin Rank appointed VP Products and Technologies at Blue Order

Kaiserslautern – November 1, 2009 – Blue Order Technologies AG, a global provider of Workflow and Media Asset Management solutions for media and entertainment companies, corporations and public institutions, announced that Robin Rank has been appointed as Vice President Products and Technologies. He will focus on the Product Development of Blue Order's flagship solution Media Archive.

Robin Rank joined Blue Order in 2007 as a Project Manager for several national and international commercial Media Archive projects. His career in software development and product management spans more than 10 years. Prior positions include Head of Customer Service, Head of Development and Head of Product Management at leading enterprises in the software solutions business.

He earned a Diploma Degree in Business Informatics (Computer Science and Economics) in 1995.

About Blue Order

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 Al Jazeera, Bayerischer Rundfunk, Caracol TV, ESPN Brasil, Technicolor Network Services, NBC Olympics, NRK, PLAZAMEDIA, ProSiebenSAT1, TVN, Univision, YLE and ZDF. For more information visit www.blue-order.com