

NEWS RELEASE

Archiware and Object-Matrix partner on enterprise-level Mac backup and archive solutions

Boosting productivity and simplifying the protection of digital assets for broadcast and creative workflows

Munich, Germany & Caerphilly, UK 25th May 2010 – Backup, archive and storage vendors Archiware and Object-Matrix today announced a cross-product support partnership between the company's successful PresSTORE Backup and MatrixStore solutions. The joint implementation of PresSTORE and MatrixStore enables an extremely secure yet simple route to managing on/off-site repositories for all digital assets in a Mac-based workflow and is proven to address the challenge of efficiently backing up 100TB of data to an offsite location.

Archiware and Object-Matrix's sophisticated Mac-based backup solution is particularly appealing to the video production, media and creative industries. These creative businesses rarely have an in-house IT team/person, so a non-specialist is usually left to struggle with effectively managing and storing the vast terabytes of data coming into their organisation. PresSTORE Backup and MatrixStore help to facilitate one multiple tenancy platform for archive, ingest and backup that users don't have to worry about, allowing them to focus on the more creative elements of their job.

Advertising implementation agency Hogarth Worldwide, part of the WPP Group, is one of the first working implementations of the joint PresSTORE and MatrixStore solution in the UK. Hogarth has a 100TB Xsan in-house with a 1Gbit link to its 125 terabyte MatrixStore hosted by Global Switch.

"PresSTORE Backup and MatrixStore compliment each other perfectly and provide a highly effective disk-based solution ecosystem that is very enticing for the customer," comments Archiware CEO Josef Doods. "PresSTORE seamlessly manages the backup of content to the MatrixStore repository, including workflow, emails, documents, where it can be securely stored and then re-accessed in a very fast and convenient way, all without the need for specialist skills."

Nick Pearce-Tomenius, Co-Founder of Object-Matrix said: "The way companies capture content has changed, with everything now tapeless and file-based. Creative organisations have to store and manage hundreds of terabytes of data and rarely have the in-house IT expertise to do this productively or effectively. What we're doing with Archiware is helping customers to move away from having separate silos for different parts of their storage and backup. We're offering a single centralised solution that consolidates and protects customers' data in a self-healing, self-managing way that they

don't have to touch or worry about. We like to think we're offering a virtual storage geek so that the client doesn't need to be one and can get back to their real job of being creative."

PresSTORE Backup is a professional backup, archive and replication solution for reliably securing large volumes of critical data to tape or disk in the shortest possible time. Its browser-based interface enables flexible and straightforward configuration and monitoring, anyplace, anywhere, so users can autonomously backup and restore data from anywhere in the company. This results in a considerable relief on the company's IT resources. PresSTORE is distributed in the UK exclusively by JPY.

Object-Matrix's MatrixStore is a highly secure and easy-to-use disk-based repository designed to protect digital assets in an automated, repeatable and regulated manner. The MatrixStore can be scaled from 10TB to 10PB, providing a safe place to backup work-in-progress and a secure archive platform for all completed jobs. MatrixStore is ideal for "on-demand" environments, overcoming the limitations of traditional archiving techniques to meet organisations' ongoing nearline or deep archive needs.

"Protecting assets should be a painless process that allows staff to concentrate on the core competencies that generate revenue for their organisation. This solution simplifies provision of storage while seamlessly protecting it. These products were made for each other," commented Dr John Yardley, CEO of PresSTORE distributor, JPY.

For further information, or to arrange a UK-based demonstration, feel free to contact JPY or Object-Matrix using the details below.

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About ARCHIWARE:

ARCHIWARE (<http://www.ARCHIWARE.com/>) develops, sells and supports a new generation of flexible and powerful backup, synchronisation and archiving solutions.

Building on a browser based data management platform, PresSTORE allows archiving, backup and distribution of data. With more than 2000 installations, PresSTORE is one the world's most successful data management systems, especially in the prepress industry where it is strongly represented.

About Object Matrix

Established in 2003, Object Matrix (<http://www.object-matrix.com/>) is a software company based in Caerphilly (Wales, UK). Its acclaimed product MatrixStore has been used in production since 2006 by broadcast and creative agency customers.

Object Matrix is comprised of a team of storage industry experts with a shared vision for high levels of data security combined with intuitive user interfaces. In addition to providing solutions and product integrations for the storage, search and retrieval of media assets, Object Matrix also provides consultancy, training, systems integration, and ongoing support services.

Object Matrix is financially backed by venture capital organisation YFM.

About JPY

JPY is a UK distributor, consultancy and software house specialising in workflow, data-management and asset-management products. JPY acts as the UK distributor for Archiware, as well as a number of other companies including Canto and HELIOS.

JPY has over twenty years experience of working with high-profile companies, from national newspapers through advertising agencies, printers and pre-production houses to corporate communications departments and individual graphic designers. Other markets include education, entertainment, government, medical, leisure, corporate and retail.

JPY's customers include the majority of the UK's large newspaper groups, the BBC, Sony, BP and Texaco.

For further information go to <http://www.jpy.com>

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