

TORONTO, Sept. 16, 2013 /PRNewswire-iReach/ -- IBC (Stand 6.A10), Amsterdam -- Masstech Group, whose solutions enable media companies to save, share and transform content into valuable assets, today announced at IBC 2013 (Stand 6.A10) that its Masstech for News™ media management solution is the first to integrate with the Inception News newsroom control system unveiled today by Ross Video. Masstech for News is the only solution that allows journalists to automatically archive, access, share and use a company's archived content directly from within popular newsroom system interfaces, including Associated Press ENPS, Avid iNEWS and Inception from Ross.

[Masstech for News](#) is the first media management solution to allow all elements of a story, including text, metadata and media, to be transferred seamlessly as a single package between locations, production servers and even different newsroom systems. This makes it easier and faster for journalists to access, retrieve and use news content. Integration within these familiar NRCS interfaces gives journalists direct, disruption-free access to video and text content stored locally, remotely, in the Cloud, or produced by third party wire agencies.

"Thanks to close work between Masstech and Ross, we are pleased to be able to deliver significant workflow enhancements for the Inception News system," said Mike Palmer, Masstech vice president and general manager for news. "It is important that broadcasters have options in order to find the solution that best meets their particular requirements. Masstech can deliver its sophisticated automated archiving, seamless sharing and content repurposing, and unmatched desktop integration for any newsroom configuration."

Masstech for News is Masstech's fastest growing product, as well as the most honored newsroom media management solution this year having received the 2013 IABM NAB Game Changer Award, 2013 TV Technology STAR Award, and 2013 Broadcast Engineering Pick Hit Award. Complete demonstrations and information are available at the Masstech Stand (6.A10) during IBC or anytime at www.masstech.com.

About Masstech Group

Masstech Group is the leading provider of powerful tools for media asset management and transcoding technology for the media and entertainment industries. From global media companies to corporate video production departments, organizations of all sizes rely on Masstech for file-based workflow solutions that have tangible impact on efficiency and productivity. Masstech serves a customer base that spans Asia Pacific, the Middle East, Europe, North and South America. Founded in 2002, the company is headquartered in Toronto, with offices in Australia, Europe, India and the United States. For complete information visit: www.masstech.com.

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