

Axinom Interactive integrates ZDFmediathek on Xbox 360

New ZDFmediathek for Xbox 360 with interactive voice and gesture control available

Fuerth, Germany, January 19, 2012 – As for now, the services of **ZDFmediathek**, including latest news, ZDFspezial program, sports broadcasts, magazines, and documentations, can be used on Microsoft's console **Xbox 360**. On behalf of **ZDF**, the service provider **Axinom** specialized in new technologies was responsible for technical conception, design and implementation of this media application, in tight collaboration with the Xbox product group of Microsoft in Redmond, USA.

By supporting this new channel, the digital program services of ZDF are being enhanced systematically. Special characteristics of this new media application are the interactive control and the ease of use. With **Kinect control** for Xbox 360, all audio and video content can be selected using voice or gesture, whereby the ZDFmediathek is accessible and easy-to-use for the whole family.

During the implementation of this interactive user experience according to Microsoft's Metro Design guidelines, Axinom relies on its internal competence team: Axinom Interactive, the agency area of the service provider specialized in conception and design of interactive media applications on all relevant platforms such as Windows, Mac, iOS, Android, Windows Phone, set-top boxes, and Xbox consoles.

"We are pleased to continue our long-term collaboration with ZDF with another innovative media application, explains Damir Tomicic, Chief Executive Officer of Axinom. The Xbox fits perfectly our strategy to provide full service of highest quality for media businesses, offering now an additional service for our customers on this very attractive channel".



--- About

Axinom is one of the leading IT specialists in the area of conception, development and operation of the latest Microsoft technologies like Silverlight, Microsoft .NET Framework 4.0, Windows, Windows Phone, Windows Azure, and Xbox. Axinom's product portfolio comprises innovative software applications, IPTV, streaming, as well as mobile and portal solutions for medium-sized and large businesses. Axinom's customers are such as: Microsoft, Deloitte, Siemens, STAEDTLER Mars GmbH & Co. KG, Sky Deutschland, Pro7/Sat1, and RTL.

For more information, visit: www.axinom.com and framework.axinom.com

ZDF Online / ZDFmediathek

On the internet, ZDF German Television is one of the leading content providers for news and current affairs in Germany. ZDF is offering a growing number of archived items and even complete programs for on-demand viewing via ZDFmediathek, the integrated video streaming platform which also includes RSS feeds and Podcast services. ZDF's programs will be available in the Mediathek as any-time free-TV service for a period of one week after the original broadcast.

For more information, visit: <http://www.zdf.de/ZDFmediathek/>

Contact

Axinom Press

Kurgartenstraße 37

90762 Fuerth

Germany

Phone: +49 911 80109-0

Email: presse@axinom.de

ZDF Pressestelle

55100 Mainz

Germany

Phone: +49 6131-70-2120

Email: presse@zdf.de