# BD uses Picturepark™

Press release from 28.08.2008 – Immediately publishable

Short news: 249 Chars
**BD uses Media Asset Management solution Picturepark™. This enables BD to serve their worldwide subsidiaries and affiliates easily and fast with new marketing and communication materials.**

News: 712 Chars
Aarau – 28.08.2008 (VIT) –BD newly uses the Media Asset Management-system Picturepark for a structured administration and fast exchange of its media assets such as images, videos and presentations.

„Picturepark enables us to centrally administrate our marketing- and communication material", describes project manager Hélène Philippe ; the benefit of Picturepark, „employees of our affiliates can easily retrieve and download the assets in the needed quality and resolution."

BD is another well-known customer of Swiss solution provider VIT running Picturepark as an asp/saas solution. This service is used amongst others by Linde Group, E.ON, Siemens, SBB railways or Rieter Textile Systems

About BD: 593 Chars
BD is a leading global medical technology company that develops, manufactures and sells medical devices, instrument systems and reagents. The Company is dedicated to improving people's health throughout the world. BD is focused on improving drug delivery, enhancing the quality and speed of diagnosing infectious diseases and cancers, and advancing research, discovery and production of new drugs and vaccines. BD's capabilities are instrumental in combating many of the world's most pressing diseases. BD employs approximately 28,000 people in approximately 50 countries throughout the world.

About VIT: 486 Chars

VIT – Vision Information Transaction AG in Aarau is the leading Swiss solution provider in the field of Media Asset Management. The company has a long-standing experience in the fields of prepress, electronic image manipulation, programming, standardization of media data and Application Service Providing (ASP). Among other solutions VIT is developer of the Media Asset Management solution Picturepark™, the data transfer service Transfertool™ and the web-to-print solution Mediaflow™.

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