



Creating New Revenue Streams  
With Channel Branding, Tickers, And Sponsorships

Creation & Workflow

# PRIME BRANDING

PRODUCT INFORMATION SHEET

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**NOW**  
**JAMIE'S COMFORT FOOD**



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## CREATING NEW REVENUE STREAMS WITH CHANNEL BRANDING, TICKERS, AND SPONSORSHIPS

PRIME Branding, a part of the PRIME Graphics Platform, delivers bold, up-to-the-minute branding elements such as headlines, sports scores, weather reports, financial data, snipes, social media commentary, and automated promos.

PRIME Branding carries on familiar concepts from ChyronHego's highly successful Channel Box product line, including a scripting engine, control panels, integration with automation, and much more combined with many new and innovative concepts.

More than a traditional channel branding system, PRIME Branding is designed to deliver business efficiencies to operations and engineering, too.

## CREATION & WORKFLOW

PRIME Branding includes the PRIME Designer, a powerful design tool that enables the industry's fastest turnaround from graphics creation to playout. PRIME is fully integrated with ChyronHego's NewsTicker™ enabling access to back-end data streams for elections, severe weather, school closings and social messaging feeds (see image right).

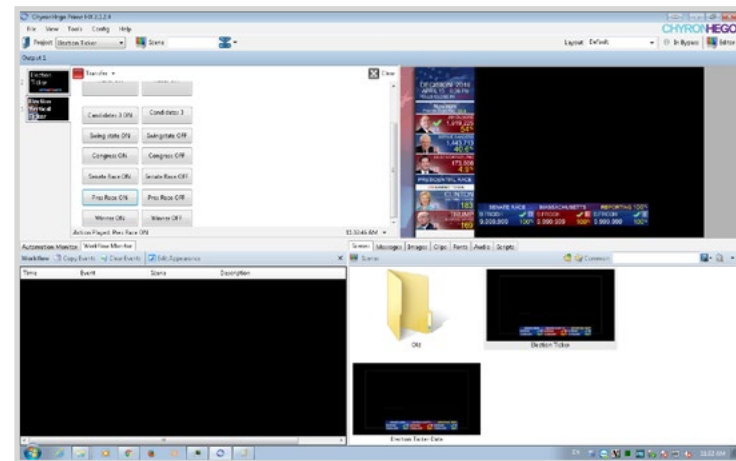
PRIME Branding brings users powerful and easy-to-use capabilities for building customized transitions and effects, including auto-follow, mask, render texture, and ChyronHego's unique Warp Effects technology. With PRIME

Branding's Warp Effects feature, designers create clips in After Effects or 3ds Max and bring them into PRIME with UV mapping information. They can then map real-time data onto the clip. Whatever is mapped travels with what it's mapped to – on a pixel-to-pixel basis. Flips, wipes, and live video...it's all the same when using PRIME.

Designers can also publish, share, upload, and view content using PRIME's built-in content distribution and quality control system.

Operator confidence is paramount within PRIME Branding. Scenes are object-based, not paged-based. This gives operators the opportunity to perform live previews to playout and stopping anywhere during the preview. Clicking Play initiates playout beginning from the start default state. That's asset validation you can put your faith in.

PRIME Branding is the perfect solution for downstream Branding, Snipes, Now-Next-Later promos, Elections, School closings, Squeeze backs, Sponsor logos and much more.



# CHANNEL BRANDING



# KEY FEATURES

## **AUTOMATION**

EAS, Chyron Intelligent Interface, PBus, VDCP, Ross Talk, XML. PRIME interfaces with all major automation vendors.

## **AUDIO\VIDEO**

Embedded, AES, Dolby Passthrough. Audio mixing any source input type to any source output type, Text to Speech. Audio/Video Bypass Panel, 16bit color 10 bit I/O, Ancillary data.

## **SCRIPTING ENGINES**

VB Script, Jscript, C#, LUA.

## **BXF**

PRIME Branding generates BXF “As Run” files.



# KEY FEATURES

## **MULTI-CHANNEL WITH PREVIEW**

This quality assurance feature insures operator confidence through preload of scenes to test play actions on each output channel.

## **BUILT-IN CONTENT DISTRIBUTION**

Publish, share, upload and view content via PRIME's built-in Content Distribution Manager or ChyronHegos' HubDrive.

## **QUALITY CONTROL MANAGEMENT SYSTEM**

PRIME Branding's quality control management system ensures scenes are ready for distribution.

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## ABOUT CHYRONHEGO

ChyronHego, a portfolio company of Vector Capital, is a global leader in products, services, and solutions for the broadcast and sports industries. Specializing in live television, news, and sports production, ChyronHego offers some of the industry's most widely deployed solutions — including Lyric<sup>®</sup>, the world's most popular broadcast graphics creation and playout offering; the all-new CAMIO<sup>®</sup> Universe newsroom workflow; and TRACAB<sup>®</sup> Optical Tracking, the global leader in optical sports tracking systems as well as Click Effects, the most proven and versatile stadium broadcast family of graphics products. Headquartered in Melville, New York, ChyronHego also has offices in the Czech Republic, Denmark, Finland, Germany, Mexico, the Netherlands, Norway, Singapore, Slovak Republic, Sweden, and the United Kingdom.

For more information on ChyronHego, visit [www.chyronhego.com](http://www.chyronhego.com).

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### **NORTH AMERICA**

+1.631.845.2000 |

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