



The Industry's Most Adopted  
Ticker and Branding CMS

# NEWSTICKER

PRODUCT INFORMATION SHEET

## UNRIVALLED POWER ULTIMATE CUSTOMIZATION

NewsTicker is the undisputed leader in the ticker industry, having originated the market segment. From the beginning, we have concentrated on making lower-third displays effortless for producers, of high quality for engineers, and attractive to advertisers.

At the core of Newsroom's integrated system is NewsTicker: a robust web-based platform for managing all content (automated, manual, viewer-generated) and broadcast automation. It's the hub of our enterprise-grade system, giving you unprecedented control over what you air, both graphically and editorially.

# STORM TRACKER WEATHER

5:01 26°

JUST IN

MASON COUNTY SCHOOLS - CLOSED MONDAY . .

SNOW TRACKER

SCHOOL

CLOSINGS AND DELAYS

CLARK COUNTY SCHOOLS

ONE HOUR DELAY

STORM TRACKER  
WINTER WEATHER  
ADVISORY

From a central interface, run off of a local, highly-available server, newsroom personnel can manage all content aspects of the system. From everyday headlines to a big election, it's one seamless piece of software optimized for the task at hand.

## EXTREME EASE OF USE

Managing content shouldn't introduce more problems than it solves. NewsTicker is intuitive for producers, writers and talent. Simple and intuitive doesn't begin to describe NewsTicker's interface. The interface is fully web-based, eliminating IT headaches when it comes to installing and updating software.

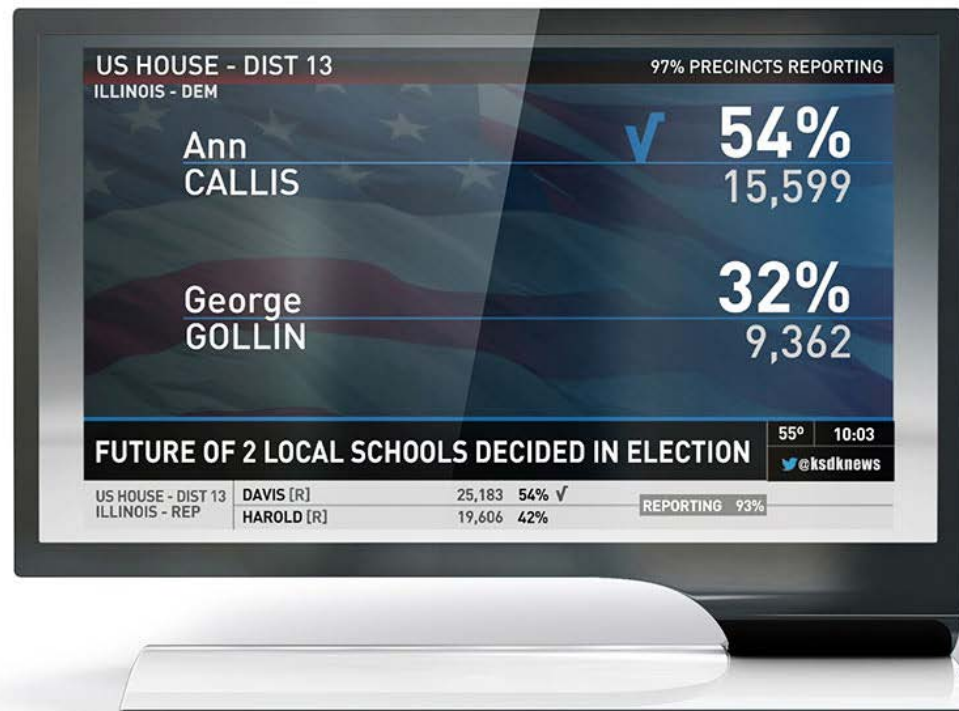
## THE ADVANTAGES OF THOUGHTFUL INTEGRATION

What has made Newsroom Solutions' NewsTicker the most widely used system in America? A thoughtful integrated approach. By providing the

content management system, the display engine, and the underlying automation engine that marries the content to the design, our clients get exactly what they want on-air with vendor accountability.

In systems where the graphics are generated by third-party devices, stations are often forced to act as "middlemen" to determine the source of a given problem and facilitate resolution. Quite often, there are limitations on both vendors due to their divergent approaches. And, some of the work is left to the station to resolve putting stress on already short-staffed operations.

With NewsTicker there is no compromise. You are working with one team, from content to design, who can help you take your vision to air.





- **Comprehensive Data Feed**

Create new efficiencies through TickerWire, the first and only data service exclusively for TV tickers. Localize the content, letting it automatically update the majority of your ticker data, without requiring third-party contracts.

- **Sponsorship Flexibility**

Powerful controls for rotating and displaying sponsor logos and tags gives you the ability to generate new revenue effortlessly. No other product on the market gives you the level of control and support as NewsTicker.

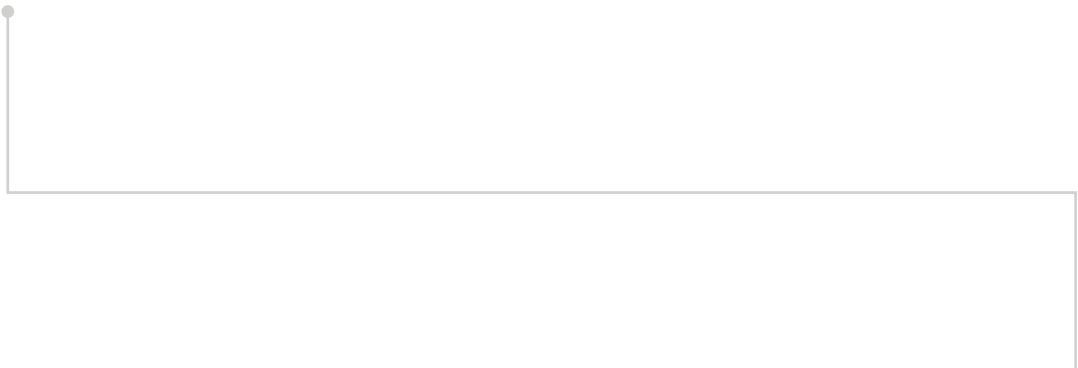


- **Point-to-Multipoint Distribution**

One NewsTicker CMS can drive multiple, independent CG displays with different branding simultaneously with any combination of data, timing and ordering, in a traditional, hubbed or non-MCR environment. And, you can repurpose your data to mobile, the web, and even scrolling LED signs.

- **Remote Entry and Management**

NewsTicker's web-based interface streamlines remote entry through popular methods including direct DMZ and VPN, if desired, eliminating limited, stripped down, and featureless OS-specific apps.



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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®, the world's most popular broadcast graphics creation and playout offering; the all-new CAMIO® Universe newsroom workflow; and TRACAB® 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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