

PRIME BRANDING



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Integrated Channel Branding and Playout Solution

HELP BROADCASTERS CAPTURE AUDIENCE ATTENTION AND BUILD BRAND EQUITY

A natural next step from the Channel Box product line, PRIME Branding is ChyronHego's channel branding and playout solution developed to help broadcasters capture audience attention and build brand equity. It is used to produce up-to-the-minute branding elements such as headlines, sports scores, school closings, weather reports, financial data, snipes, social media commentary, and automated promos like 'Now Watching' or 'Coming Next' graphics.

PRIME Branding has tight integration with Chyronhego's NewsTicker™ solution making content management and data-driven graphics for News, Sports, Elections, Finance and any other data-driven storytelling easier than ever. From overtime games to breaking news, last minute changes to existing playlists are common in everyday broadcasting. With PRIME Branding, you maintain full control over the production playlist up to the last minute before playout.



PRIME Branding helps broadcasters deliver more engaging content to viewers while effectively automating data integration and traffic system logging. PRIME Branding supports BXF (Broadcast Exchange Format), enabling full automation of channel branding, increasing efficiencies for the creation, storage, and management of graphics and promotional content.

PRIME Branding supports a wide array of playback control possibilities:

- Automation via 3rd party Master Control systems Manual Control / Switcher-based automation:***
- Native Grass Valley & Sony production switcher integration via AMP protocol***

When it comes to branding, integration to automation is a principal concern. PRIME Branding integrates and is compatible with 3rd-party protocols like EAS, Chyron Intelligent Interface, PBus, VDCP, Ross Talk, XML, Oxtel. PRIME Branding's built-in UDP server makes it flexible enough to fit any workflow. Built-in quality control features like object-based live preview allow operators in the master control room to monitor graphics before triggering automation.

KEY FEATURES



EASY INTEGRATION

PRIME Branding integrates easily into existing workflows, with support for all major scheduling and traffic systems.

- PRIME Branding supports Broadcast eXchange Format (BXF) "As Run" files to automate the heavy lifting of content scheduling, modification and verification.
- PRIME Branding uses standard protocols like EAS, Chyron Intelligent

Interface, PBus, VDCP, Ross Talk, XML and Oxtel to connect to traffic and automation systems.

- Optimized for scalability, PRIME Branding is adaptable to the branding needs of affiliate stations with support for automated station identification systems (e.g. CBS' LIDIA).



AUTOMATION SYSTEMS

PRIME Branding's integration with automation systems ensures that events scheduled for playout execute on-time, every-time. Once primary events (shows or ad-blocks) are triggered within a schedule all other secondary events like graphics, tickers, lower thirds, or squeeze-backs will get called for playback when scheduled. This guarantees accurate timing and reconciliation for sales and billing.



HDR WORKFLOW

PRIME Branding is part of the PRIME Graphics Platform family which is a resolution-agnostic solution with end-to-end HDR workflow from design to output making integration into existing systems easy.



NEWSTICKER INTEGRATION

PRIME Branding has tight integration with ChyronHego's NewsTicker™ content management solution for access to back-end data streams. This integration allows producers to create data-driven graphic ticker for headlines, elections, sports scores, inclement weather and more.

TECHNICAL SPECIFICATIONS

RESOLUTION	16 bit color, full 10 bit on SDI, 10 bit HDR on SDI. HDR (Hlg, SLog 3), 4K
FORMAT	SDI, IP 2110, IP 2022-6
NUMBER OF INPUTS/OUTPUTS	up to 8 HD-SDI bi-directional connections (inputs or outputs, V or K) and up to 4 in/4 out IP 2110/2022-6
GENLOCK	Bi-level, Tri-level
GPI I/O	Optional 16 I/O (8 in/8 out)
AUDIO	AES Inputs: 4 AES3id for 8 mono tracks AES / Outputs: 4 AES3id for 8 mono tracks AES Connector
EMBEDDED AUDIO	SDI Input: 16 per channel – Up to 32 channels embedded SDI Output: 16 per channel – Up to 32 channels embedded SDI
SERIAL CONNECTIONS	(2) DB9 RS232 Serial Ports. 2 RS232 to RS422 (Converters Included)
ETHERNET PORTS	2x 1G
NRCS	MOS Connection to Dalet, Avid iNEWS, AP ENPS, Octopus, OpenMedia, more available via CAMIO integration
AUTOMATION	CII, Ross Talk, VDCP, PBus, Oxtel
CLIP PLAYER CHANNELS	8
CLIP RESOLUTION AND FORMAT	GTC, DNxHD / DNxHR, ProRes (4:2:2 / 4:4:4 / 4:4:4:4), QT Animation / PNG, H.264, SDCam / HDCam, MPEG 2 / MPEG 4, XDCam (**note: some wrappers not supported, please check with the sales team for details.)
DATA CONNECTION TYPE	ChyronHego's NewsTicker™, Chyronhego's SHOUT™ social media, Text Files, XML with XPath and XSLT, RSS, Web XML, JSON, EXCEL Access, any ODBC compliant data source, AP Web Feed, Google Sheets
DIMENSIONS	H - 3.5 in (89 mm) x W -17.2 in (437 mm) x D- 24.8 in (630 mm)
INTERNAL STORAGE	Lower Tier: System - 2 x 200 GB SSD (RAID 1) / Media Drive - Up to 4 x 800 GB SSD (RAID 5, 2TB usable) Higher Tier: System - 2 x 200 GB SSD (RAID 1) / Media Drive - Up to 4 x 400 GB SSD (RAID 5, 1TB usable)
POWER REQUIREMENTS	AC Input / 100-240V, 60-50Hz, 9 Amp Max / 3.2 Amps @ 120VAC Typical
OPERATING SYSTEM	Windows 10 Enterprise 64 bit

SERVICES

ChyronHego is known for its end-to-end customer service. We partner with our customers from the initial project design, to project management, training, on-air launch support and post-launch follow-up.

PROJECT MANAGEMENT AND COMMISSIONING

Project Management and Commissioning are part of the turn-key services that we offer. This ensures your investment is properly installed from Day One by a certified ChyronHego representative.

DESIGN AND OPERATION TRAINING

We offer Design and Operation training, either in your facility or via our on-line web portal. Our expert trainers can teach your staff the most efficient way to create and deliver stunning content for your productions.

EXTENDED WARRANTIES

Finally, all ChyronHego products come with a One (1) year factory-backed warranty (parts, labor & software upgrades). Extended Warranties on all your purchases can be added at any time for an annual fee. Please contact our sales professionals.

ABOUT CHYRONHEGO

ChyronHego is ushering in the next generation of storytelling in the digital age. Founded in 1966 as Chyron, the company pioneered broadcast titling and graphics systems. With a strong foundation built on over 50 years of innovation and efficiency, the name Chyron is synonymous with broadcast graphics. ChyronHego continues that legacy as a global leader focused on customer-centric broadcast solutions. Today, the company offers production professionals the industry's most comprehensive software portfolio for designing, sharing, and playing live graphics to air with ease. ChyronHego products are increasingly deployed to empower OTA & OTT workflows and deliver richer, more immersive experiences for audiences and sports fans in the arena, at home, or on the go.

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