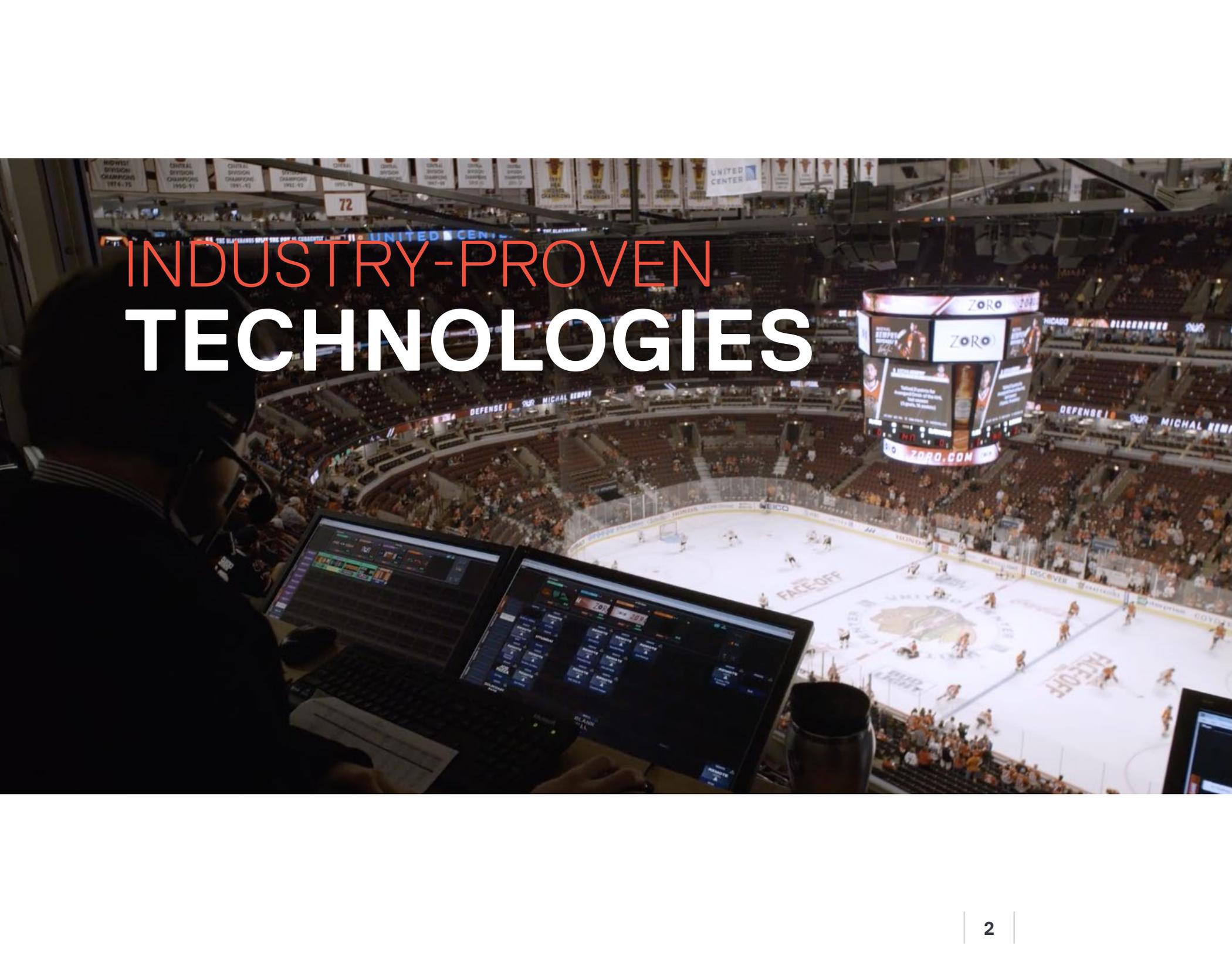




TECHNOLOGY-DRIVEN
OPPORTUNITIES & KEY BENEFITS
FOR STADIUMS & ARENAS

CLICK EFFECTS PRIME

WHITE PAPER



INDUSTRY-PROVEN TECHNOLOGIES

INTRODUCTION

Click Effects PRIME is a highly integrated, turnkey graphics authoring solution for live arena- and stadium-based A/V presentations.

Click Effects PRIME unites the advanced authoring, rendering, and data binding power of ChyronHego's renowned PRIME graphics system with the industry-leading arena graphics generation and custom digital display control of the Click Effects product line.

The ease of use of live event control offered by Click Effects PRIME sets the product miles apart from its competitors. It is one-of-a-kind, and a time and industry-proven quality and quantity that simplifies even the most complicated of tasks in a live-event production, both in-arena and in other markets.

The Click Effects way of presenting centralized control in the form of a comprehensible user interface has gathered quite the following. To continue to lead and expand this following, it is important that new technologies that are otherwise complicated and require expertise are accessible from this same simplified formula, much like new technologies of years past were presented this way.



DIFFERENTIATING THROUGH TECHNOLOGY

Quality of engineering, and thus the resulting technology, is what defines a product first and foremost. Without a technology to use, there is no ease of use. Without a reliable and feature-rich technology, the ease of use offered via user interface control has no leverage in the arena it is used in.

ChyronHego has a wealth of technologies that are rapidly developed and ever expanding. We at ChyronHego know that early adoption of these technologies is key so that these technologies become commonplace as quickly as possible, allowing everyone to leverage the strength of what is “under the hood”.

For Click Effects PRIME, the technology to leverage is the PRIME graphics platform and the integrated tracking visualization options. Many products can act as a clip server or can send video to ribbon boards, but the technology of key-framed CG or tracking-driven CG is now the big differentiator. Click Effects PRIME systems offer full feature coverage of scene objects designed in PRIME which allows end users to go beyond simple CG and clip server control and apply real-time, rendered broadcast CG elements to any screen, board or other digital display.

BREAKING PARADIGMS

Traditional use of in-stadium clip and CG servers dictates what many end-users know to be available. In this paradigm, key-framed CG or tracking CG is simply not a technology that would ever be considered to be available for in-stadium boards, screens and displays. Many in this paradigm live in 2D, meaning they would never consider CG elements with animation to be available.

Click Effects PRIME breaks these paradigms right off the bat. Its superior real-time render engine capabilities to any screen raises the bar to a whole new level, ushering in new standards across the board.

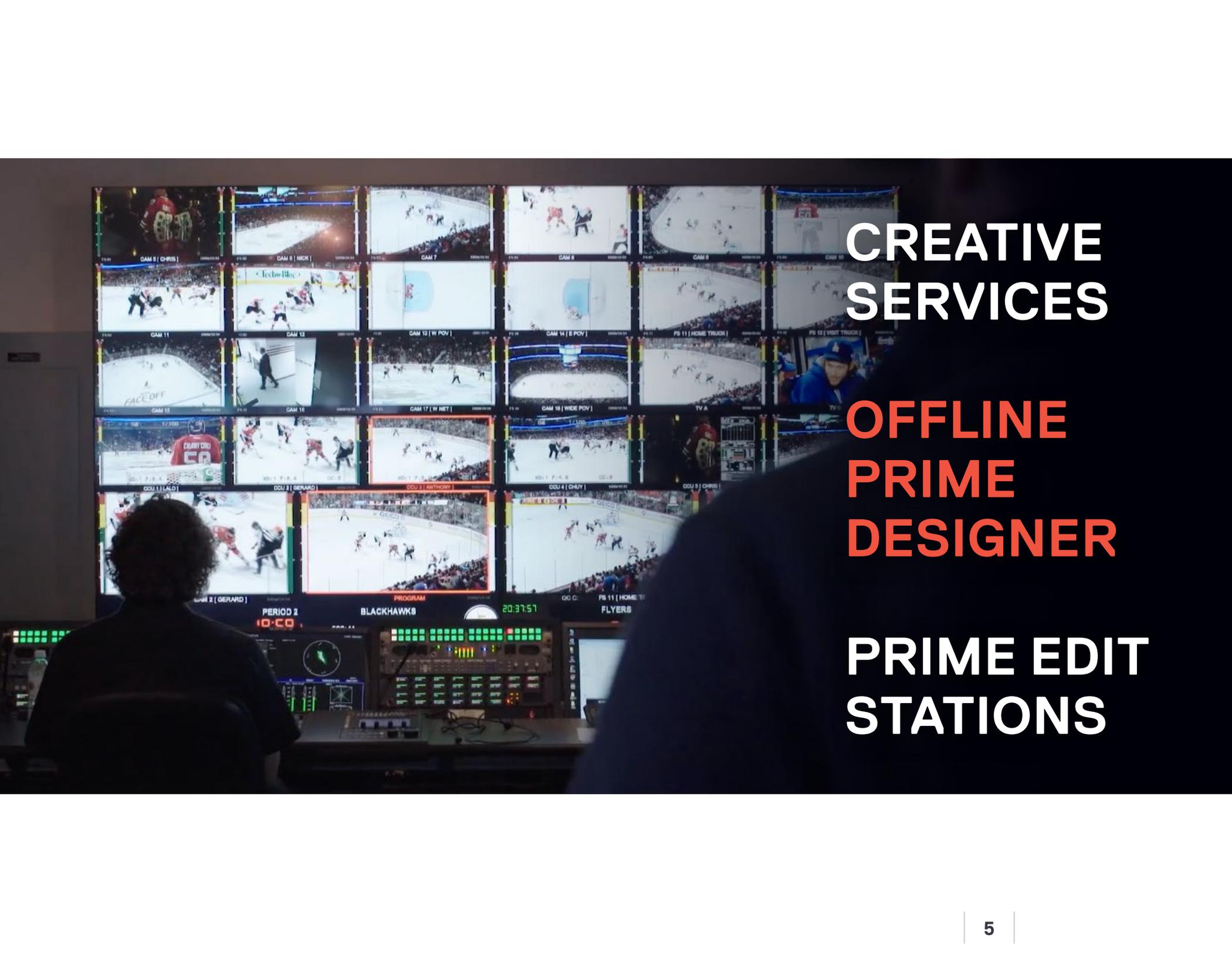
The key benefits of Click Effects PRIME, as described on the following page, help break these boundaries based on your goals and budget.

KEY-FRAMED CG KEY BENEFITS

In order to address different budgets, needs, and expertise levels, the key-framed CG benefits of Click Effects PRIME can be separated into three tiers:

- Creative Services
- Offline PRIME Designer
- PRIME Edit Stations

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**CREATIVE
SERVICES**

**OFFLINE
PRIME
DESIGNER**

**PRIME EDIT
STATIONS**

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We all want the same animations and effects as seen on broadcast TV (ESPN, etc.) to be available in-venue. Ultimately, this is one of the things that will keep people in the stands. Possessing a real-time render engine with advanced CG capabilities is one path to attaining that objective. ChyronHego is here to guide you and your production team along that path to a better viewer experience for the spectators, helping you to leverage that big engine that is available within Click Effects PRIME.

1. CREATIVE SERVICES

The Creative Services approach is well suited for low budget scenarios, or for teams that do not have creative services staff on-site or have staff that are inexperienced in creating fan-engaging content. ChyronHego has built a Creative Services practice with years of broadcast-quality motion graphics experience. For a nominal fee, ChyronHego offers white-label content that can be a starting point to help you take advantage of ready-made key-framed CG elements.

2. OFFLINE PRIME DESIGNER

For slightly bigger budgets, and on-site staff that is creative and can design concepts that feature key-framed CG, an interesting option is an offline version of PRIME Designer. With tight integration

between Click Effects PRIME and PRIME, any media button created in Click Effects PRIME, or any scene created in PRIME Designer is immediately shared and accessible. Key-frame animators can instantaneously add those much-wanted 2D and 3D effects to any element within the scene, bringing advanced CG authoring to any screen in the venue.

3. PRIME EDIT STATIONS

For larger budgets and projects, and with a full creative services staff working on animation concepts, branding, etc., it makes a lot of sense to purchase turnkey PRIME edit stations. Dedicated design staff can, from a central location within your facility, edit any PRIME scene on any system. At the same time, the value-add of having a PRIME edit station is the ability to use this station as a channel-branding option in your production workflow.

TRACKING KEY BENEFITS

While we feel it is important to break the aforementioned key-framed CG Paradigm and it is important to our industry, tracking is potentially an even bigger value-add to your in-venue production. There is no company today that can match ChyronHego's ability to incorporate tracking visualization technologies within live events.

As tracking abilities are making a way into mainstream displays, ChyronHego leads the way, having provided for years the core technologies that facilitate player and object tracking to leagues and broadcasters. Click Effects PRIME is fully compatible with ChyronHego tracking services such as TRACAB (used in baseball, football, soccer, etc.) and ZXY transponder-based tracking (used in horse racing, etc.).

Tracking is a visual product that needs a strong creative services approach. ChyronHego has a strong creative services team that is here to help you implement seemingly complex concepts with easy-to-use designs and templates.

JOIN THE EXCITEMENT

At ChyronHego, we are proud of the technologies we develop and we are excited to offer them to you. This is especially true for Click Effects PRIME – its ease-of-use will continue to offer industry-proven technologies in a comprehensive way. We look forward to working with you and to helping you elevate your event entertainment to new and exciting levels!

A HIGHLY
INTEGRATED,
TURNKEY
GRAPHICS
AUTHORING
SOLUTION

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.

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