

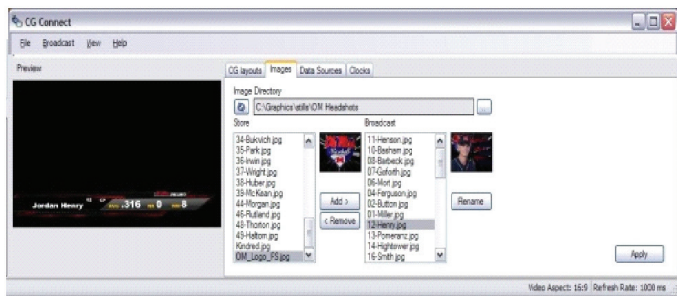


Broadcast Pix

CG Connect

Dynamically Link and Update On-Air Graphics with an External Database

“With CG Connect, our production values have gone through the roof.... while cutting our production and labor costs substantially.”



Easy to Setup, Intuitive to Use, Cost-Effective

CG Connect workflow software links Broadcast Pix Slate systems and their broadcast quality Inscribe TitleMotion Pro Character Generator to an external database to dynamically update CG graphics on air.

Installed on the Broadcast Pix workstation or on a remote networked PC, CG Connect can transform basic graphics to relevant information that is continually updated, and current. Data flows seamlessly from the CG Connect Data Editor, or external XML or Microsoft Access (.mdb) database files, anywhere on the network, to update on-air graphics. Anyone who uses a list of information can benefit from CG Connect.

Before CG Connect, similar integration would have required an expensive, dedicated Character Generator with custom serial control, an operator and engineering/configuration time. Now, using the solid configuration of Broadcast Pix and CG Connect, and an intuitive software interface, workflow is streamlined and it's easy to maintain consistently high production values without the cumbersome additional equipment and expensive price tag.

CG Connect uses Inscribe .ICG template file tag fields to determine which fields are to be edited, linking only those tag fields with dynamic data information or logo images. These tag fields ensure that only the information that needs to be updated gets updated, leaving the rest of the graphic file preserved and untouched. Logos and other static content will not be accidentally changed or deleted. Updating only tagged fields, means that operators are more productive whether they are novices who need an 'Easy CG', or experts juggling frequently changing graphics. Instead of changing hundreds of graphic files when a new look is desired, simply modify the template files and CG Connect will update the information.

Manual changes made in CG Connect can be previewed in a window prior to taking it on-air in Broadcast Pix, to prevent any errors. Automatic updates will be taken to air through the Broadcast Pix system as soon as changes are made to the database file.

Dynamic Solutions

- Sporting Events**
 Link player headshots and logos from 3rd party applications to constantly changing scoring and statistics to update automatically on air. Link player head shots and sponsor pages to scoreboards and concourse monitors in arenas. Perfect for in-game progress info for TV feeds.
- Government**
 Update lower third templates with a file containing info on hundreds of elected officials. Add date & time stamp to meetings for archiving. Link to election results for TV feeds.
- Educational**
 Produce full-page graphics for morning announcements in minutes from a basic XML or .mdb file created in a simple text editor.
- Broadcast**
 Create a multi-channel CG look for news applications easily and cost effectively.
- Custom**
 Generate customized front-end applications in a standard programming language that writes XML or .mdb files for unlimited possibilities. You don't need to know anything about XML because CG Connect includes a database creator and editor that gives a user-friendly interface to XML databases.

Create Compelling Live Video

■■■■■ Cost-effectively

CG Connect - Optional Workflow Software for all Slate Systems

"CG Connect has helped us out a ton and it will help out even more come baseball season. For example, we're now able to have very sophisticated score strips running at the top or bottom of the screen. With CG Connect, our production values have gone through the roof. We're able to do very polished, ESPN-style broadcasts while cutting our production and labor costs substantially."

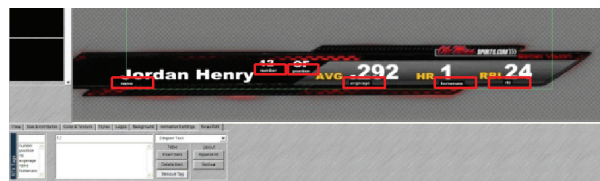
- Shane Sanford, director of Internet services and graphic design for Oxford-based TeleSouth Communications, Inc., the exclusive producer and distributor of Ole Miss sports programming.

Create a custom template. Link data information. Go on-air. It's that easy!

Step 1: CREATE

Design an .ICG template file in Inscrber TitleMotion Pro and assign the tag fields to the desired editable fields, as shown to the right. Only the pre-determined tag fields will permit changes, decreasing the potential for errors and increasing productivity.

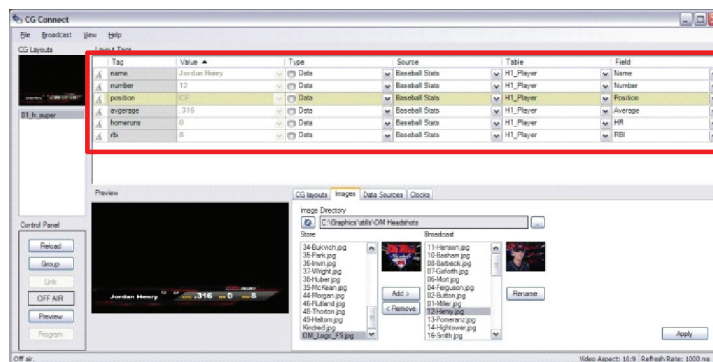
Six tag fields are assigned: name, number, position, average, homeruns and rbi.



Step 2: LINK

Open the .ICG template file(s) and link the assigned tag fields in CG Connect to a database.

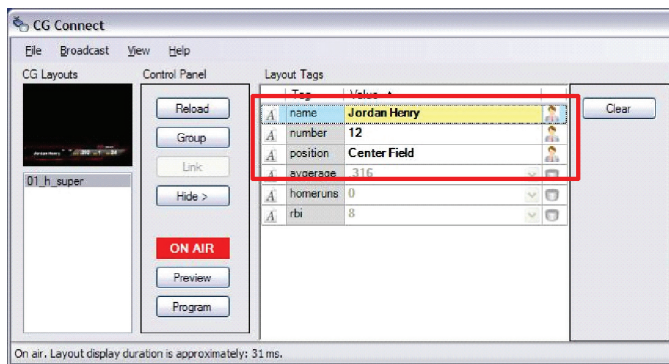
Only the six assigned tag fields are viewable in CG Connect, leaving other text and images in the graphic untouched.



Step 3: UPDATE

In the On-Air mode of CG Connect, tag fields assigned to databases will automatically update when those database fields change. For other tag fields, like the first 3 in this example, users may manually type information in this simplified interface for an 'Easy CG'.

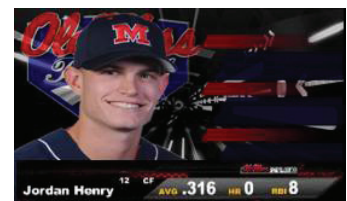
Manually enter text in the tag field or select from a drop down menu.



Step 4: ON-AIR

Click on the Program button, and the title updates on air in Broadcast Pix.

All changes may first be Previewed in a window, prior to committing the changes on-air.



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|---------------------|-------------------------|-----------|--|
| Standard Definition | 4:3 & 16:9 / PAL & NTSC | Databases | Well-formed XML & Microsoft Access .mdb |
| High Definition | 1920x1080 & 1280x720 | Clocks | Time/date of day, count up/down, second/minute/hour, trigger start/stop/resume |
| CG Resolution | Less than 16nS | Layers | 10 text & graphics layers per template |
| Tag fields | Unlimited | Images | .bmp, .gif, .jpg, .lgo, .psd, .tif, .tga |

Create Compelling Live Video

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1-978-600-1100



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