

Case Study

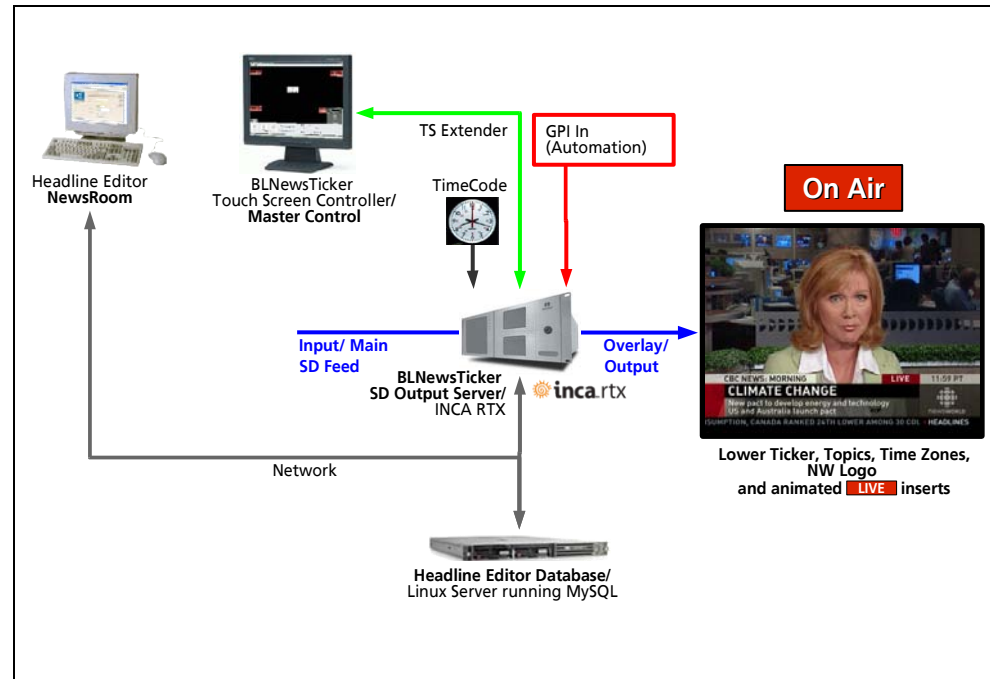
NewsTicker Branding Solution for CBC NewsWorld.



Customer: CBC NewsWorld
Application: BLNewsTicker
Solution: Single Channel SD NewsTicker with TouchScreen Controller.
Platform: Inscrber INCA RTX

CBC NewsWorld required a reliable branding solution to generate headlines and graphic inserts for their main network feed. BLNewsTicker system reads and displays topics generated by a browser based Headline editor. System inserts network CBC logo and regional time for all five Canadian time zones.

- Single channel SD NewsTicker system inserts ticker, NW logo, timezone cycle and 4 animated "LIVE" inserts over the main SD feed.
- Main Touch Screen interface in Master Control provides operators with manual control and status of all NewsTicker elements.
- Hide/Show buttons provide thumbnail of current selected graphic and a pulldown menu to select alternative graphics for each zone.
- NewsRoom Ticker operator enters Headlines using a browser based Headline Editor. All headlines are saved to Headline Editor Database.
- NewsTicker connects to the Headline Editor Database and automatically queries database for topics and headlines. Queries can be easily modified to set priority and order of topics displayed.
- GPI/automation triggers ticker off/on for commercials.
- System and displayed times are locked to timecode.
- INCA RTX platform keys (overlays) all graphics internally with full signal bypass capability.



<http://www.blsoft.ca/casestudies.html>

For more information, please contact us at sales@blsoft.ca.