

Case Study

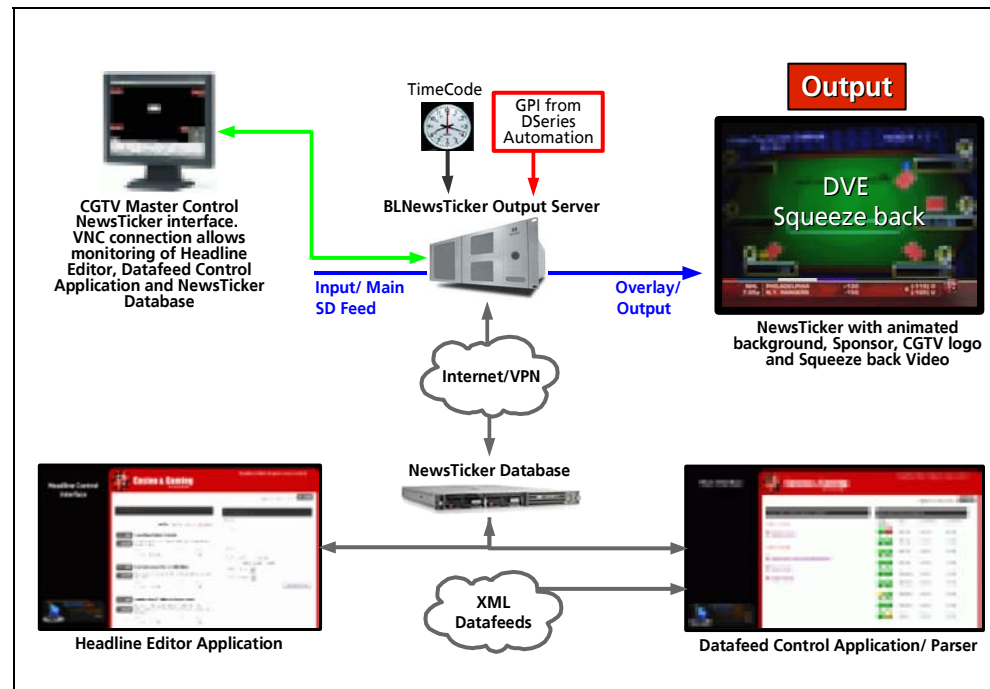
NewsTicker Branding Solution for CGTV (Casino and Gaming Television)



Customer: CGTV - Casino and Gaming Television Canada
Application: BLNewsTicker
Solution: Single Channel NewsTicker branding solution with Squeeze Back capability
Platform: Inscriber RTX

Casino and Gaming Television Canada required a effective and reliable “hands-free” branding solution to enhance their channel. The BLNewsTicker branding solution automatically generates real time Headlines, Sports Scores, Sports Injury Reports, Odds, Lottery Results, Sponsors and CGTV animated logo.

- Single channel SD/HD NewsTicker system inserts NewsTicker and CGTV logo over the main SD feed.
- Main NewsTicker Control Interface provides operators with manual control and status of NewsTicker.
- Ticker operator at remote location enters Headlines using the Headline Editor. All headlines are saved to NewsTicker Database.
- Datafeed Control application parses XML datafeeds to the NewsTicker Database.
- NewsTicker Output Server connects to the Headline Editor Database via VPN and automatically queries database for new headlines and topics.
- Database queries can be easily modified to set the priority and order of NewsTicker items.
- GPIs from DSeries automation triggers DVE squeeze back of video for Live Poker Shows and Commercials.
- System is scalable, supports multiple SD and HDTV channels.
- NewsTicker keys (overlays) all graphics internally with full signal bypass capability.



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