

# Case Study

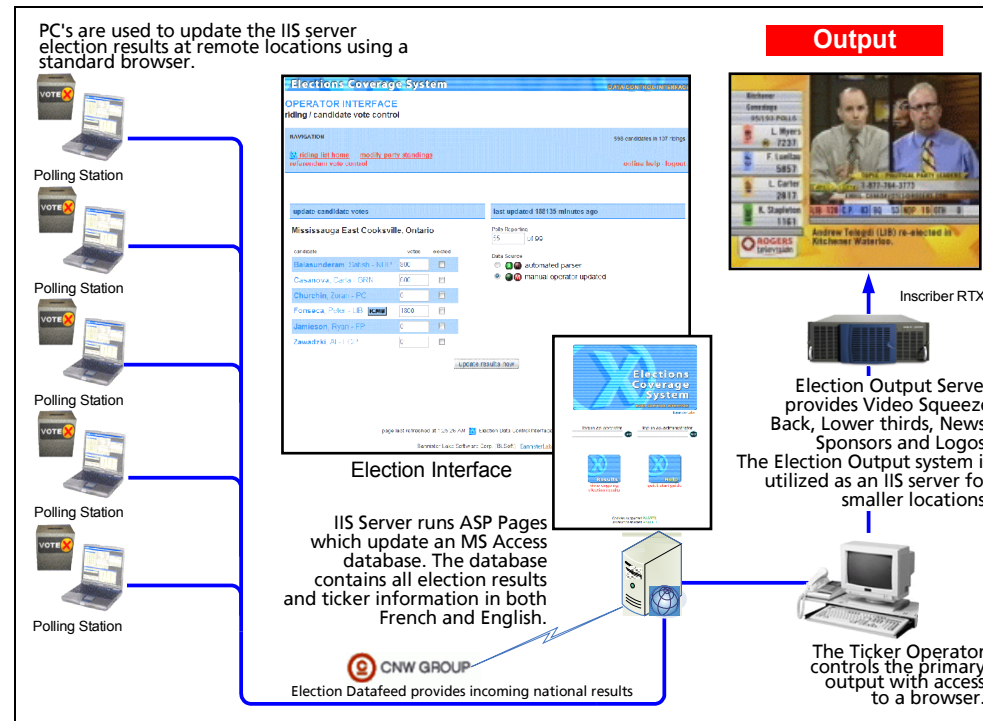
## Rogers Television - BLElector Solution for Canadian Elections



**Customer:** [Rogers Television](#)  
**Application:** Display Solution for Canadian Elections  
**Solution:** [BLElector](#)  
**Platform:** Inscriber RTX

Rogers Television required a display solution to provide real-time election results for their regional headends in Ontario and eastern Canada. This automated display solution enabled Rogers to collect, edit and display local and regional election results for the entire province of Ontario. The BLElector browser and main application interface required a minimal amount of time for setup and training. Since 2003, Rogers has deployed BLElector for their Municipal, Provincial and Federal election telecasts.

- System allowed both automated and manual entry
- of election results in French and English for all local and national ridings.
- User interface supported sponsor playlists, headlines, selection and display of local ridings, party totals and multiple languages.
- Ticker operators were equipped with a browser, enabling them with full control of riding results, sponsors, tickers and lower thirds.
- Each output server provides DVE video squeeze back and lower thirds.
- The solution was designed to be scalable and easily deployed to remote locations.
- ASP application allowed data entry at remote locations and headends.
- Incoming national election data was parsed for election output server.
- BLElector IIS Server ran ASP pages, updating an election results database. A single database contained all the election results and ticker information in French and English.



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