

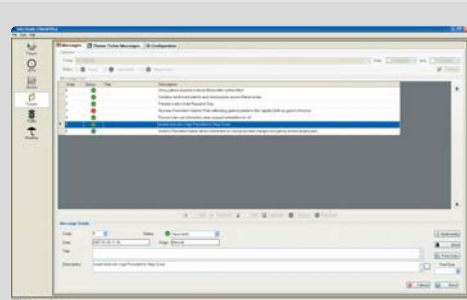


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# Master Control Pack

Quick, effective and eye-catching communication: everything at hand with the Master Control Pack.

The Master Control Pack is a product that allows you to use a single equipment to dynamically, flexibly and automatically broadcast a channel's general communication and branding, enhancing the programming with promos, highlights, news, time markers or logos. All of these possibilities are easy to create and air. A quick, effective and eye-catching communication with the viewer is therefore guaranteed.



## Advantages

- Using the Master Control Pack, the costs are reduced, as well as the amount of equipment needed to insert continuity graphics.
- On the other hand, the Master Control Pack simplifies the process/contents management, allowing real-time content updates and decreasing the need for post-production work.
- At the same time, it increases the graphical creative freedom. As a result, the channel's image is more present and appealing.
- All of the tools are very easy to use.

## TOOLS

### Electronic Program Guide - EPG

This tool enables the viewer to be always informed about the channel's schedule (time schedule, highlights, changes, etc). Using it, you can effectively and automatically create highlights and programming schedules, you can update the information at any moment and insert program synopses, descriptions, images and teasers.

By using the Electronic Program Guide, you decrease the need for post-production work and enhance all the processes.

The programming schedules can be more specific without remaking the animations, and they can also include videos. The viewer gets a more appealing image of the programming schedules and of the channel itself.

### Impact Promos

A tool used to broadcast the channel's promotions created with the standard tools (Photoshop, Maya, 3D Studio, Adobe After Effects, Quantel, etc). You can stream eye-catching graphical promotions, connect them to the EPG (Electronic Program Guide) and constantly update them according to the TV programming schedule, without having to change the design. The communication with the viewer becomes more dynamic.

The procedures to create, export and publish on-air are simple and intuitive.

### Countdowns/Stopwatch

This module is specific to graphically display time counters using the channel's own branding. It is especially useful when broadcasting events that require time counters, as the channel's image gets more appealing and has greater strength.

### Score/Times

Sports markers for football and basketball, with clock/extra time information, ability to publish the teams' logos and to immediately update the results - all of this using a very simple, intuitive interface.

### Bugs

A module to display channel logos - animated or static - with unlimited possibilities and using the minimum resources. Apart from promoting creative freedom, this tool promotes constant branding by using the minimum resources and aiming for their maximum enhancement.

### Ticker Pack

A tool to manage, edit and publish dynamic, appealing tickers with any type of animation and not only the crawl effect. It allows you to air last-minute messages, to publish the channel's promotional information and to import messages from e-mail, mobile phones or other services. Communication becomes more effective and up-to-date, viewer interaction is increased and the message editing process is simplified.

The contents management can be made with an on-air ticker, automatically and using any kind of visual effect.

### THIS TOOL WORKS IN TWO MODES:

#### Simple Ticker

A single ticker is published. This ticker's contents can be managed, edited and created manually and real-time, through the back-office or through integration with external data services.

#### Thematic Ticker

Grouping of several simple tickers. This module's information and contents are managed through the back-office supplied on this pack and can be integrated with external data services.

### ADD-ONS

THE WAKE UP PACK CAN BE ADDED TO THE BASIC VERSION OF THE MASTER CONTROL PACK. IT INCLUDES THE WEATHER, TRAFFIC AND STOCKS TOOLS (CHECK THIS PRODUCT'S SHEET).



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