



INFOSTUDIO
DATA-DRIVEN GRAPHICS

Wake Up Pack

A dynamic, flexible and simple solution to display the morning time information that viewers really need.

The Wake Up Pack is a product to manage and display weather, traffic and stocks information in a dynamic and automatic way, with the updates being made in real time. Its flexibility contributes to simplify and automate the station's workflow. It offers multiple possibilities for data management and control of information display.

Features and benefits

Integration with internal or external data sources:

- Improved automation
- Information updated to the second
- Less need for human intervention
- Less need for specialized technicians

On-air update of the broadcasted information (sequences), thus guaranteeing:

- Greater accuracy of the information's presentation

Creation of information sequences with automatic loops:

- Greater autonomy for the TV station
- Improved internal process automation
- Less need for human intervention
- Risk of human mistakes mitigated

Data access control using log-ins and privileges:

- Greater control over data changes
- Better level of security of the broadcasted data

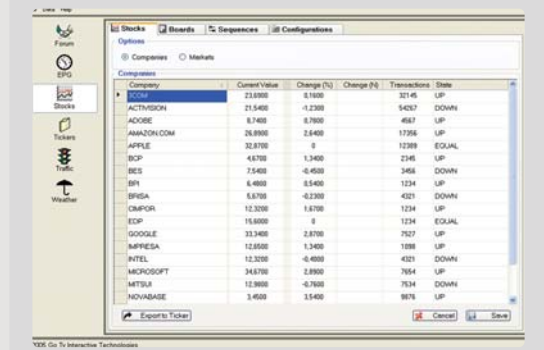
Data management can be done anywhere in the station:

- Smart workflow allowing different resources and personnel to work together more efficiently
- Possibility of installation on any PC, according to the needs
- Several people can simultaneously work on the data

Pre-agreements with international contents managers/producers of reference:

- Reliability of using content producers such as Reuters, AccuWeather and other worldwide known brands
- Simplicity of not having to search, find and integrate with third party providers

TOOLS



Weather

Complete weather tool, allows the creation and publishing of all kinds of charts and sequences, in Full Screen and Overlay Object. The several data combination possibilities increase the graphical publishing offer.

TV Stations have the following features at their disposal to select and combine:

Select and combine:

- Cities
- Regions (city groupings)
- Time periods (today, tomorrow... this week, etc)
- Daytime periods (dawn, morning, afternoon and evening)

All the information is based on several parameters, including:

- Maximum and minimum temperatures
- Wind direction
- Humidity
- Weather conditions
- Etc.

Images, videos and animations, which are automatically selected according to the received data, can be used together with the other parameters.

Stock market

Complete stock market and financial data tool, allows the creation and publishing of all kinds of charts and sequences, in Full Screen and Overlay Object. It allows the isolated or simultaneous display of companies' and markets' information.

It supports the following parameters:

- Last Value
- Current Value
- Open Value
- Close value
- Min. Value
- Max. Value
- Change in Percentage
- Change in Value
- Transactions
- State

Images, videos and animations can be added to the companies' and markets' names, as well as to states.

Traffic

The complete traffic tool allows the creation and publishing of all kinds of charts and sequences in Full Screen and Overlay Object. Apart from allowing the isolated display of roads and regions, it is also possible to display both.

This tool is prepared to manage the display of simple graphical elements, overlaid, or highly complex full-screen charts using animated maps.

For each of the displays there is a description, which can include information about a recent traffic incident or any other type of event, as well as the traffic's status. The road, region and traffic information can also include images, video and animations.

All of these tools' data can be automatically exported into a ticker, with all the data in sequential order according to the station's preferences.

NOTE:

THIS PRODUCT CAN BE SOLD SEPARATLY OR AS A ADD-ON TO THE MASTER CONTROL PACK AND TO THE NEWS PACK.