



News Update Attendant™

BTi Product Brief

When Up-to-the-Minute Isn't Fast Enough...

News Update Attendant™ lets broadcasters tap into virtually any news and information data source and instantly deliver that content on air, online or to mobile devices automatically. The News Update Attendant workflow solution continuously monitors, captures, and retrieves user specified news, weather, financial, and sports data from preferred wire services and web sites; then uses that content to populate graphic templates for fully automated on-air playback.

Designed for maximum flexibility, News Update Attendant allows users to select data sources as needed, even while on-air, to support changing news, branding, promotional, and sponsorship requirements. News Update lets you add, delete, sort or re-sequence content anytime, even while on air. Now it is easy to insert local and breaking news at the head of a news ticker.

News Update Attendant is also a powerful revenue generator, enabling broadcasters to easily link sponsors to content. News Update makes it easy to rotate sponsorships and data from other Attendant Solutions automatically based on user-defined criteria.

Schedule a demonstration today and see this truly revolutionary approach. Put Broadcast Graphics to Work for You.



A Complete Solution –

- Turnkey installation – comes ready out of the box
- On-site or Remote Training and Installation
- 24/7/365 Customer Support – Software/Hardware
- Automatic Update, Archive & Restore
- Control all BTi applications from single server
- Automated Graphics Platform allows user to make changes to graphics without recoding
- Change hardware without changing workflow

Benefits –

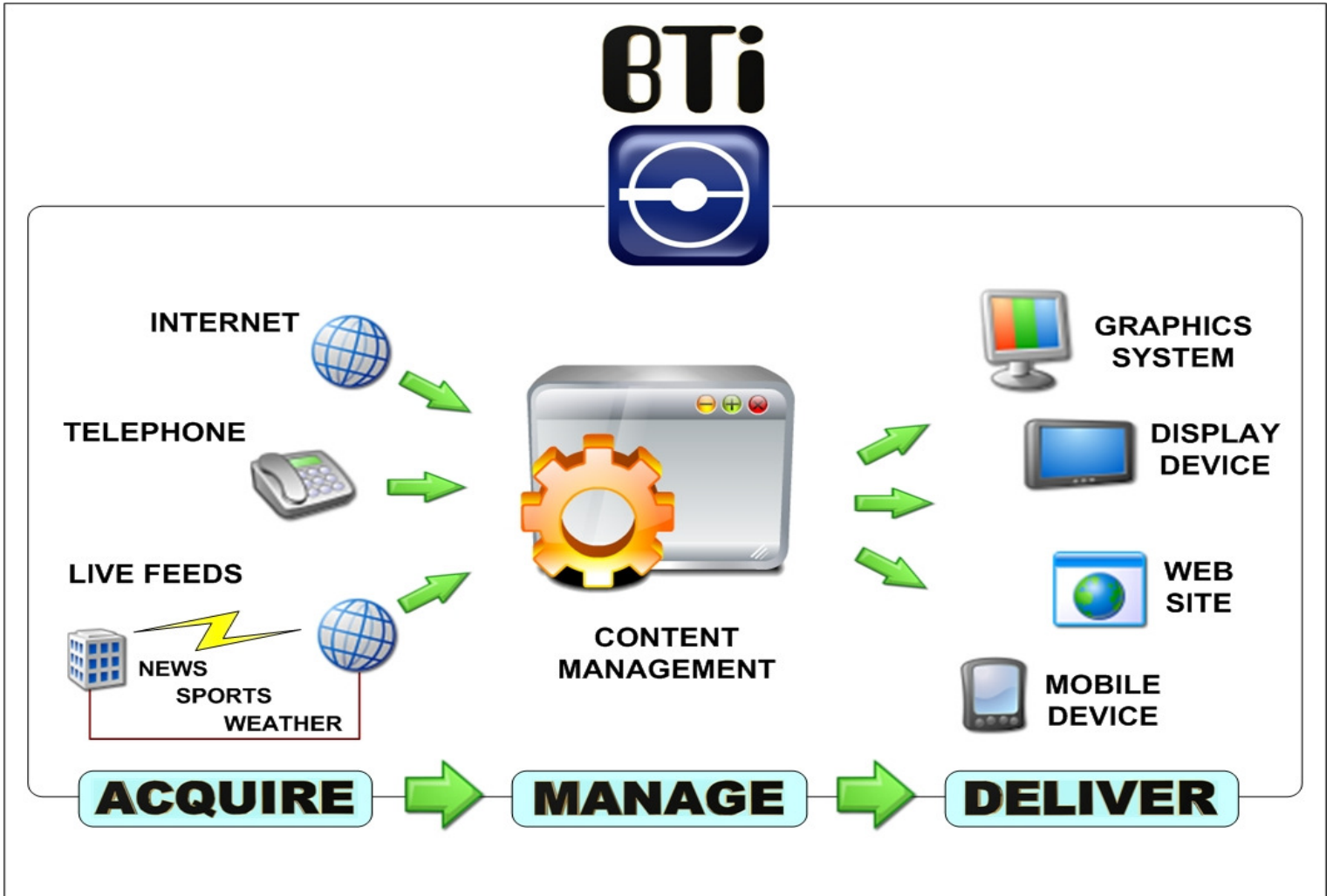
- Automatic news and data gathering
- Automatic triggering or manual control
- Display up-to-the-second breaking news – consistently be first to air in your market
- Add live breaking local news and alerts to your tickers
- Maximize revenue opportunities
- Increase awareness of your station's brand and create more visibility for sponsors
- Free up staff and facility resources – reduce operating expenses
- Eliminate the mundane and repetitive manual tasks associated with news gathering, formatting and preparing for CG display

A Powerful Feature Set –

- Supports most major character generators
- Automatically and simultaneously monitor, capture and distribute user defined news information from any wire service or targeted web site
- Transmit multiple application data to one or more CGs
- Update web sites and newsroom systems with customized data
- Alert station personnel to breaking news or user-defined conditions using AlertLogic™ producer screens
- Complete control of content - remote to the CG
- Complete high level tasks from any PC on LAN
- Integrates with any automation system using Ill protocol
- Flexible and configurable for any environment

Attendant Solutions

Workflow Overview



The Attendant Advantage -

- Drive multiple makes/model of CGs simultaneously. Support for CG models from all major vendors.
- Control by contact closure, keypad, W/S or Automation.
- Comprehensive SMTP support for alerts by pager, email and other alert systems.
- 24/7/365 Support.
- Turnkey solutions include hardware, software, installation, & training.
- Unified platform supports concurrent usage of all BTi applications.
- Server-based design for enhanced performance, stability, & security.

Attendant Solutions Workflow -

- Data is collected from a wide variety of input sources including: wire services, web sites and telephony.
- Extraction layers parse and format incoming data to client's specifications.
- Data can be manually entered or monitored by remote PC with Alert Logic.
- Alert Logic Producer screens give notification of client designated conditions.
- Application server hosts applications and provides connections and data management.
- Application server hosts support and internet connectivity, as well as automation control.
- Transmission layers deliver managed data to output devices including CGs, Web and Mobile.