



## SPOT Producer™

### Versioning Your Promotional Graphics – And So Much More...

Spot Producer™ software, from BTi, is the simple, flexible way for broadcasters to version and insert branding and promotional elements into their program stream. Spot Producer enables significant resource savings while creating the opportunity to generate new revenue streams. Use “Spot” to increase your appeal with sponsors and to immediately upgrade the quality of the promotions you air.

“Spot” empowers your station, making it possible to use minimal resources to earn maximum return due to streamlined workflow. Simply create a few (or many) templates for your branding and sponsored promotions. Those templates, with all associated effects, clips, audio, etc... become the foundation for your branding. By creating versions of those templates through partial fulfillment using our simple user interface, you’ll never have to touch a complex CG or NLE.

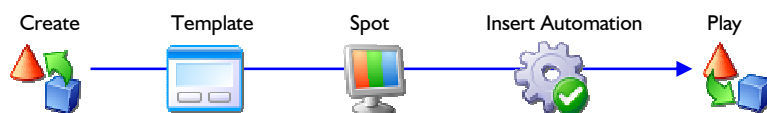
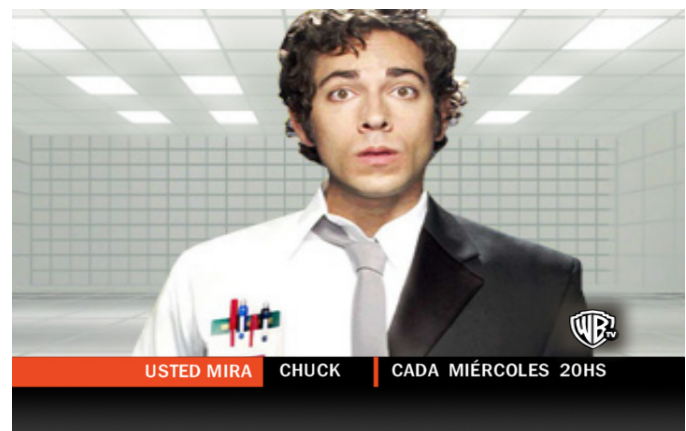
Schedule a demonstration today and see this truly revolutionary approach. Put Broadcast Graphics to Work for You.

#### Benefits –

- Easily Version Repetitive Snipes, Promos, & Logos
- Maximize Revenue Opportunities by Creating Greater Visibility for Sponsors
- Automate simple secondary CG events such as station ID’s
- Increase Awareness of Your Station’s Brand
- Boost Viewer Retention Through Promotions
- Streamline Production of Promotional Avails
- Integrate with Any Automation System for Payout of Branding & Promotions
- Supports Most Leading Character Generators
- Eliminate Cost to Migrate Graphics to Future CG
- Control Multiple CG Devices with Separate Branded Content
- Easily Facilitate Last-Minute Changes to Content
- Complete Control of Content - Remote to the CG
- Manual Override for Instant Payout of CG Events
- Free up Staff and Facility Resources

#### A Powerful Feature Set –

- Override Content or Lock-Down Spots with Sponsorships
- Galleries of Templates and Spots for Immediate Payout
- Complete High Level Tasks from Any PC on LAN
- Templated Graphics Environment
- Make Multiple Scenes from a Single Template
- Content Synchronization Validates & Uploads Assets
- Assign Discreet Devices for Specific Spot Payout
- Detailed As-Runs
- Preemptive Error Handling
- Automatic Updates, Archive & Restore
- Supports N<sup>+</sup> Hot Spare Devices



#### Spot Producer Workflow –

- CG Events are Created per User-Defined Look & Behavior
- Events Can Contain Gfx, Video, Clips, Audio, and Effects
- Gfx Objects are Identified Using Specific Naming Conventions
- Templates are Created Directly from Communication with CG
- Content is Automatically Uploaded and Synchronized
- Templates are Fulfilled to Create Spots with Content Overrides Entered into Spot Producer
- Spots are Scheduled Using Page Recall Numbers Entered into Automation System Playlist
- The Automation System Communicates with BTi’s CG Control Interface to Trigger the CG Event
- Changes, Additions, and Deletions are Allowed Up to Cue Time for Any Event
- Fully Detailed As-Run Logs and Reports are Generated