

# PRIME

GRAPHICS PLATFORM



THE MARKET'S MOST POWERFUL GRAPHICS PLATFORM

MAXINE,  
SUPERSCRIBE  
DUET  
LYRIC

ChyronHego has a 50 year legacy of creating broadcast solutions. **From iNFiNiT! to Maxine, Superscribe to Duet and Lyric**, the name Chyron has been synonymous with broadcast graphics.

PRIME Graphics Platform is ChyronHego's next generation of pioneering real-time graphics solutions, helping broadcasters create engaging visuals for all types of programming.

Combining an array of diverse and powerful features into a single design, authoring and playout solution, PRIME helps you captivate audiences with stunning real-time **2D, 3D, and HDR graphics for news, elections, live sports, weather segments, and other broadcast productions.**

PRIME's resolution-agnostic authoring and output rendering empower graphic design in any resolution (HD, 4K) and playout in any format (SDI, IP, GPU, NDI) - with no additional rendering hardware necessary.



From on-air graphics to sports enhancements and large-canvas video walls, PRIME is versatile enough to design simple lower thirds and over-the-shoulder graphics or more complex channel branding applications requiring live data feeds and master control solution integration. Powerful enough to feed graphics to any aspect ratio video walls, touchscreens, and integrated anchor desk displays, PRIME maximizes 4K GPU outputs to display million of pixels. Through tight integration with Click Effects PRIME, PRIME's advanced CG capabilities empower enhanced production values and fan engagement in venues and arenas.

*Telling a story is at the center of all productions and having important real-time data at your finger-tips to tell the story is exactly what PRIME delivers. PRIME's powerful data-binding to scene elements enables designers to easily visualize data for showcasing real-time events as they unfold.*



# ONE PLATFORM – MULTIPLE SOLUTIONS

PRIME was designed with the idea of providing a single design interface and purpose-built tools to fit a content creator's needs for production or play-out. The embedded design tool, PRIME Designer, lets you focus on visual storytelling versus managing complex layers of technology. Each of its applications listed are adaptable to the unique requirements of clients.



## PRIME CG

Easily produce dynamic lower thirds, over-the-shoulders and more with the market's most flexible platform for the creation, control, and playout of 3D graphics, text, clips, and images.



## PRIME BRANDING

Capture audience attention and build brand equity with channel branding and playout solution developed to help broadcasters produce up to the minute branding elements

- Headlines
- Sports Scores
- Incremental Weather
- Financial Data
- Snippets
- Social Media Commentary
- Automated Promos



## PRIME CLIPS

Manage feeds, content production and play-to-air demands with a robust, multichannel clips production server - ideal for producing show openings and transitions.



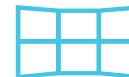
## PRIME Touchscreen

Drive data-driven storytelling with interactive touch-responsive graphics that can be triggered by any type of gesture.



## Click Effects PRIME

Make captivating key-framed actions available to any SDI or GPU-powered display via tight integration with Click Effects PRIME, our end-to-end arena graphics generation & digital display control solution.



## PRIME Video Walls

Heighten audience engagement and viewership with spectacular graphics and video content across multiple high-resolution, non-standard studio displays with native support for HDR and UHD/4K.

# KEY FEATURES

## 01 HDR

PRIME maintains an end-to-end HDR workflow from canvas design to output with full 12-bit DisplayPort output (HLG, SLog 3). Built-in SDR & HDR cross conversion ensures there's no need to recreate legacy content.

## 02 OUTPUT

Adaptable to any format or resolution, PRIME allows any input source can be routed to any output. Supported input & output formats include 4K-UHD, SDI, NDI, GPU and SMPTE 2110 / 2022-6.

## 03

Best-of-breed ecosystem integrations enable PRIME's flexibility to leverage 3<sup>rd</sup> party integration for various playout automation and manual operation workflows.

## 04

PRIME Designer, the built-in design interface, includes designer-friendly features, such as native 3D primitives library, shaders, conditional transition logic and scripting functionalities for a scene to scene communications.

## 05

Base Scenes, PRIME's template-based graphics creation feature, allows designers to complete full package edits in minutes. By offering full access to all elements of the base scene, full-package changes made in minutes.

## 06

No need to learn complex scripting languages to perform basic design tasks, with the built-in functionality of the Expression engine and Drag-and-Drop editor. PRIME also supports LUA, VBScript, JScript and C# and other languages for more complex actions.

## 07

Tight integration with renowned best-of-breed design tools, including Adobe® Photoshop, Autodesk™ FBX® with 3D virtual cam and Adobe® After Effects with direct mapping (UV Maps Clips) of a 2D image to a 3D model surface.

# TECHNICAL SPECIFICATIONS

<b>RESOLUTION</b>	16 bit color, full 10 bit on SDI, 10 bit HDR on SDI. HDR (Hlg, SLog 3), 4K
<b>FORMAT</b>	SDI, Display-Port, DVI, HDMI, IP 2110, IP 2022-6, NDI
<b>NUMBER OF INPUTS/OUTPUTS</b>	up to 8 HD-SDI bi-directional connections (inputs or outputs, V or K) / up to 4 in/4 out IP 2110/2022-6 up to 4 GPU outputs (DisplayPort)
<b>GENLOCK</b>	Bi-level, Tri-level
<b>GPI I/O</b>	Optional 16 I/O (8 in/8 out)
<b>AUDIO</b>	AES Inputs: 4 AES3id for 8 mono tracks AES / Outputs: 4 AES3id for 8 mono tracks AES Connector
<b>EMBEDDED AUDIO</b>	SDI Input: 16 per channel – Up to 32 channels embedded SDI Output: 16 per channel – Up to 32 channels embedded SDI
<b>SERIAL CONNECTIONS</b>	(2) DB9 RS232 Serial Ports. 2 RS232 to RS422 (Converters Included)
<b>ETHERNET PORTS</b>	2x 1G
<b>NRCS</b>	MOS Connection to Dalet, Avid iNEWS, AP ENPS, Octopus, OpenMedia, more available via CAMIO integration
<b>AUTOMATION</b>	CII, Ross Talk, VDCP, PBus, Oxtel
<b>CLIP PLAYER CHANNELS</b>	8
<b>CLIP RESOLUTION AND FORMAT</b>	GTC, DNxHD / DNxHR, ProRes (4:2:2 / 4:4:4 / 4:4:4:4), QT Animation / PNG, H.264, SDCam / HDCam, MPEG 2 / MPEG 4, XDCam (**note: some wrappers not supported, please check with the sales team for details.)
<b>DATA CONNECTION TYPE</b>	ChyronHego's NewsTicker™, Chyronhego's SHOUT™ social media, Text Files, XML with XPath and XSLT, RSS, Web XML, JSON, EXCEL Access, any ODBC compliant data source, AP Web Feed, Google Sheets
<b>DIMENSIONS</b>	H - 3.5 in (89 mm) x W -17.2 in (437 mm) x D- 24.8 in (630 mm)
<b>INTERNAL STORAGE</b>	Lower Tier: System - 2 x 200 GB SSD (RAID 1) / Media Drive - Up to 4 x 800 GB SSD (RAID 5, 2TB usable) Higher Tier: System - 2 x 200 GB SSD (RAID 1) / Media Drive - Up to 4 x 400 GB SSD (RAID 5, 1TB usable)
<b>POWER REQUIREMENTS</b>	AC Input / 100-240V, 60-50Hz, 9 Amp Max / 3.2 Amps @ 120VAC Typical
<b>OPERATING SYSTEM</b>	Windows 10 Enterprise 64 bit

# SERVICES

ChyronHego is known for its end-to-end customer service. We partner with our customers from the initial project design, to project management, training, on-air launch support and post-launch follow-up.

## PROJECT MANAGEMENT AND COMMISSIONING

Project Management and Commissioning are part of the turn-key services that we offer. This ensures your investment is properly installed from Day One by a certified ChyronHego representative.

## DESIGN AND OPERATION TRAINING

We offer Design and Operation training, either in your facility or via our on-line web portal. Our expert trainers can teach your staff the most efficient way to create and deliver stunning content for your productions.

## EXTENDED WARRANTIES

Finally, all ChyronHego products come with a One (1) year factory-backed warranty (parts, labor & software upgrades). Extended Warranties on all your purchases can be added at any time for an annual fee. Please contact our sales professionals.

# ABOUT CHYRONHEGO

ChyronHego is ushering in the next generation of storytelling in the digital age. Founded in 1966 as Chyron, the company pioneered broadcast titling and graphics systems. With a strong foundation built on over 50 years of innovation and efficiency, the name Chyron is synonymous with broadcast graphics. ChyronHego continues that legacy as a global leader focused on customer-centric broadcast solutions. Today, the company offers production professionals the industry's most comprehensive software portfolio for designing, sharing, and playing live graphics to air with ease. ChyronHego products are increasingly deployed to empower OTA & OTT workflows and deliver richer, more immersive experiences for audiences and sports fans in the arena, at home, or on the go.

## CONTACT SALES

### NORTH AMERICA

+1.631.845.2000 | [noram@chyronhego.com](mailto:noram@chyronhego.com)

### EMEA

+46 8 534 88 300 | [emea@chyronhego.com](mailto:emea@chyronhego.com)

### LATIN AMERICA

+1.305.972.1396

### ASIA/PACIFIC

+65.64071330 | [asia@chyronhego.com](mailto:asia@chyronhego.com)

