

# GameTrak Ticker

GameTrak Ticker is a turnkey system that provides for the on-air display of sports data in a ticker type display. Typically, the GameTrak Ticker graphics appear as a lower third graphic in a television broadcast operation.



The system consists of VDS software applications, a broadcast graphics device and support computers. In addition, a variety of data sources can provide the GameTrak Ticker with content for display.

The VDS suite of applications in GameTrak Ticker includes these modules:

- **GameTrak Server** – This application parses and manages data from SportsTicker, Stats Inc. and other data providers.
- **SportBase Database** - stores all match, game, statistical information, promotional information, news, sponsors, and tables specific to the operation of the ticker (e.g. playlist/sequence information, schedule information, etc.).
- **VDS Graphics Engine** – Controls the broadcast graphics device to meet the exact graphics specifications of your design. Generally, this component will be customized to meet the specific “look” of the broadcaster.
- **Ticker Layout Controller** – Ties the Graphics Engine to the Authoring Tool (scheduler) and the SQL database and synchronizes the playout of all Ticker data, transitions & animations. Monitors the SQL database to determine which sequences or playlists should be triggered and takes GPI inputs to insert and remove the ticker to/from air.
- **Ticker Authoring and Data Entry Station** – Provides production personnel tools for authoring, proofing and scheduling ticker content for on-air display.

## GameTrak Ticker Features

- ▶ Supports SportsTicker premium and XML feeds
- ▶ Selectable leagues, teams, games and schedules
- ▶ Display of game schedules, scores, situation and clocks
- ▶ Display of game previews and summaries
- ▶ Independently scheduled display of sponsors with optional tag-lines
- ▶ Dynamic ticker playlist creation, consisting of automated data and manually entered news, promos and game notes
- ▶ Support for topics for segments: i.e. Scores, Matchups, Injuries, Fantasy
- ▶ Animated transitions between sports or segments
- ▶ Support for odds display with the appropriate data provider
- ▶ Individual teams and scores (for example, local high schools) can be manually stored in the database and added to the playlist as required
- ▶ Built-in scheduling module for specifying screen layouts and data to be displayed at specific dates and times
- ▶ Manual Control Mode allows GPI Triggers from a button box or switcher to pause and restart the Ticker
- ▶ Supports STATS Inc data feed
- ▶ Manually entered or cut & pasted news, notes and promos
- ▶ Display of league, team and player statistics (based on availability within feed)
- ▶ Integrated audio effects
- ▶ Automated insertion of game schedules and scores
- ▶ Support for segmented display: i.e. Scoreboard, News, Schedule
- ▶ Support for triple to single line modes of ticker display, with transitions between modes
- ▶ Unlimited storage of playlists for playout under automated or manual control
- ▶ Intelligent controller for automatic animations and transitions based on games being displayed
- ▶ Breaking news can be inserted immediately, while the main ticker continues to display its information
- ▶ Automated Control Mode allows GPI Triggers from the Automation system to pause and restart pre-scheduled playlists and control the ticker coming in and out of commercial breaks



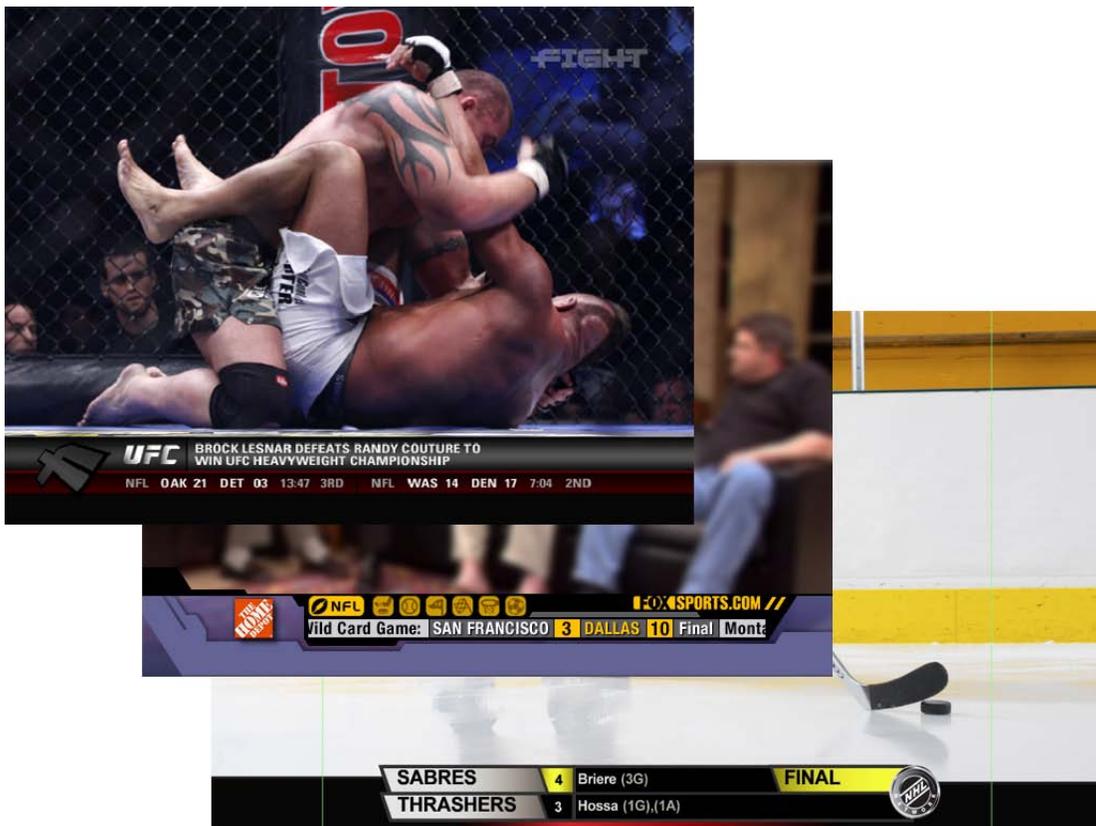
## GameTrak Server Features

- ▶ Supported Data Feeds - SportsTicker & STATS Inc.
- ▶ Selection of sports information (leagues, teams, etc) is user definable
- ▶ Real-time logging of errors
- ▶ All game schedules are retrieved automatically, so that user intervention can be kept to a minimum
- ▶ Event status is continuously displayed on the bottom of the user interface
- ▶ Full manual control/override of individual games
- ▶ Client / Server system, allowing multiple users (clients) to be connected on-line to a single server when used on a local or wide area network
- ▶ For information and troubleshooting purposes, contents of all wire feed slugs and data errors can be viewed directly on the server
- ▶ Load and purge data at pre-assigned, user definable times
- ▶ Status lights for easy verification of data connection and live data transmissions
- ▶ Once the GameTrak Server is setup, it is operator independent and operates automatically
- ▶ Operator can edit team, league and period "display names" for on-air display

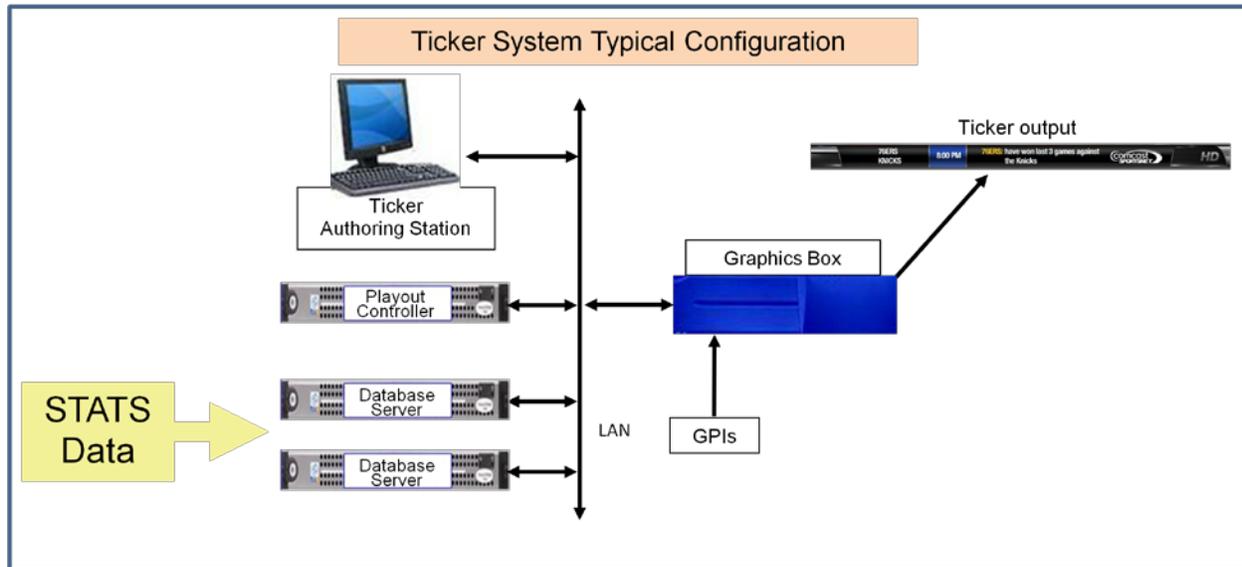


## GameTrak Ticker Options

- ▶ RSS Parser – for retrieval of RSS feed data. This data can be used as is or edited for insertion into the ticker (e.g. for news stories).
- ▶ Weather Data Parser - for inclusion of weather data into the Ticker.
- ▶ Sentinel - Automation interface to the Harris ADC system, for coordination of Ticker content with program content or coordination of sponsor logos with commercial breaks (enhanced sponsor ads).
- ▶ Additional Authoring stations for remote authoring if needed.
- ▶ Inclusion of SMS Data in the ticker.



## GameTrak Ticker Typical Configuration



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