



**Chyron®**  
PRIME EDGE

# Interactive Graphics for OTT and Streaming Content

 **SINCE  
DAY  
ONE.**



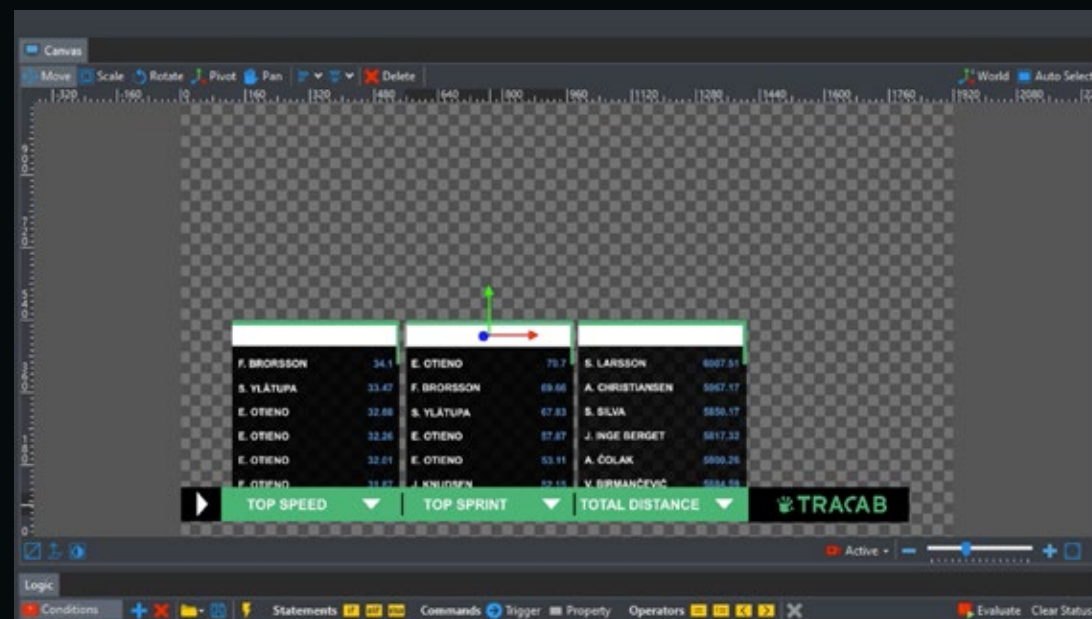
# The Ultimate Viewer-Defined Experience on a Single Screen

PRIME Edge is a cloud-based service for the management and deployment of broadcast-grade interactive graphics - created and powered by PRIME CG - across your OTT channels, streaming content, and online digital platforms. By putting your viewers in the driver's seat with objects that respond to touch gestures and mouse clicks, PRIME Edge empowers your audience to curate the data they care about in-stream without having to divert attention to a second screen.

The interactivity of PRIME Edge unlocks all-new revenue streams across your web and OTT channels. Tantalize advertisers with high-value targeted content based on viewer selections. Deliver actionable advertising conversion directly from your video content - with clickthrough calls-to-action in your graphic that can redirect viewers to websites and e-commerce pages for purchase. PRIME Edge's interactive graphics are top-dollar sponsor real estate.

With the PRIME Platform at its core, PRIME Edge powers the interactive experience with industry-leading CG graphics, rich logic-driven designs, and a flexible cloud-based management portal. It's easy to get your graphic projects into the cloud, deploy them globally over your streams, and bring a unique experience to every device.

# TAKE YOUR CONTENT TO THE EDGE



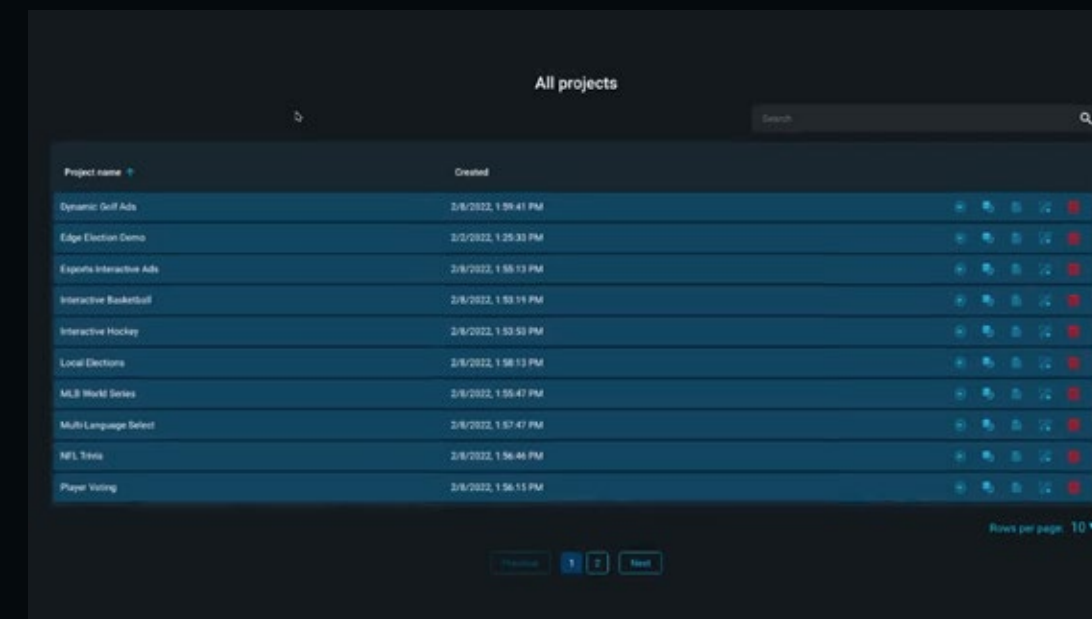
## CREATE

Powered by the industry-leading PRIME CG, you can employ the universal PRIME Designer to craft captivating and compelling interactive graphics with advanced logic, data bindings, stunning effects, and fluid transitions. This is the same process CG designers know and love, with an exciting new opportunity for interactivity.



## UPLOAD

Within PRIME Designer, you can package your scene and relevant project files for upload to the PRIME Edge cloud console directly from your local instance. During upload, PRIME Edge converts your graphic into a web-friendly format that overlays smoothly over video in your streams, on your website, or in custom apps.



## MANAGE

The PRIME Edge Console is where you can test, manage, and deploy your interactive content - and as a cloud-based service - it's easy to access from any internet-connected web browser. You can browse graphics, test touch interaction, refresh data, and publish interactive overlays globally across your streams and platforms.



## EXPERIENCE

The end goal of PRIME Edge is to engage your viewers. On any device, anywhere, each member of your audience will have a fully-personalized experience that they have total control over. They can drill down on the specific stats or details they care about, and with live data-binding, that information will always be relevant.

# KEY FEATURES



## INTERACTIVE TOUCH POINTS

Give viewers the ability to surf content without leaving your stream. Your viewers can drill down on the election results of their choice, browse and shop for the gear they see on-screen, track the stats of their favorite home team player, or double-check recipes during their favorite cooking show. The possibilities for engagement are endless.



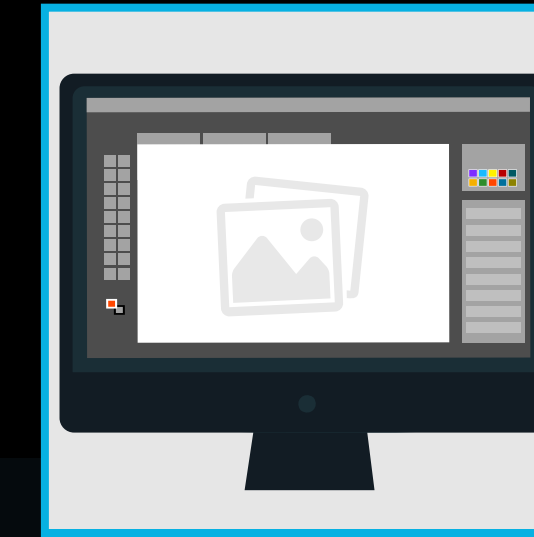
## HIGH-VALUE AD SPACE

Interactive ad space on a live broadcast is the kind of real estate that sponsors dream about at night. Highlight an athlete's gear or esports all-star's favorite game, and drive actionable conversion with clickthrough redirects to e-commerce shop pages directly in the graphic. This level of sponsor-value in a live broadcast is an industry-first.



## POWERED BY PRIME CG

The same top-quality graphics that made Chyron a household name in the world of live broadcast are the very same that power PRIME Edge's interactive graphics. PRIME CG's crisp scene objects, stunning effects, and fluid animations are no longer exclusively the domain of the CG operator, making their way directly to your audience's fingertips.



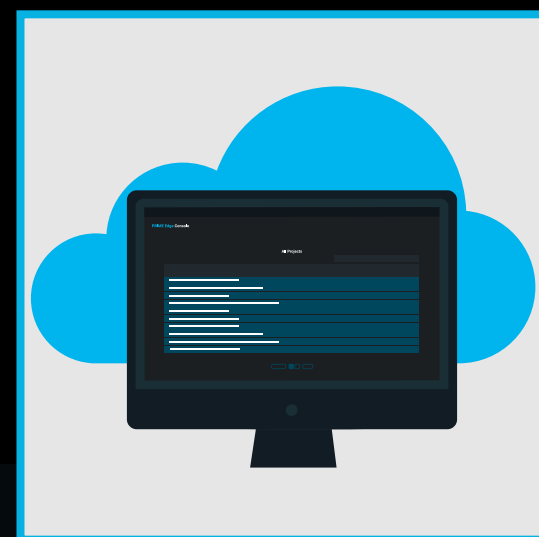
## PRIME DESIGNER QUALITY

The same PRIME Designer application that designers know and love enables you to use existing skill-sets and in-house resources to drive PRIME Edge interactivity. PRIME's advanced logic can create dynamic content that reacts intelligently to user interactions and automatically updates without any scripting. No outside web or mobile developers required.



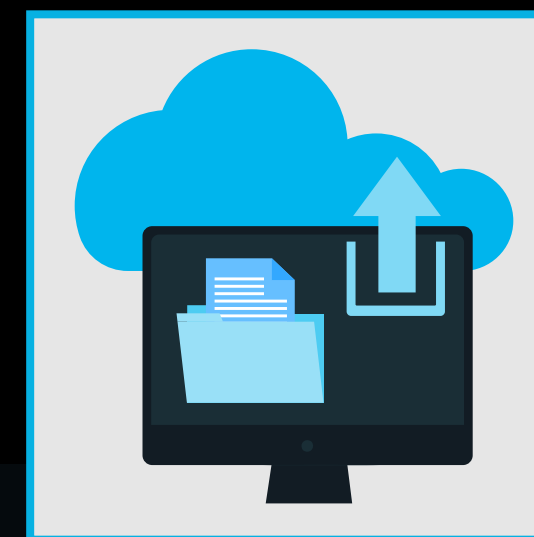
#### **LIVE DATA-BINDING**

Even once uploaded to the cloud and deployed globally to different web streams, PRIME Edge retains the effortless data-binding capability of PRIME. Connect graphics to external data sources and enable automated updates to give viewers the data-driven experience they crave. PRIME Edge can even handle live player-tracking data from our sister company Tracab!



#### **CLOUD-BASED CONSOLE**

The accessibility and scalability of the cloud makes PRIME Edge ideal for suiting your dynamic content needs. Centralize all your graphics into a single web-based portal, where you can review project assets, test interactivity, update data bindings, and publish across all your web-based video players. Staying agile is vital in the digital content landscape.



#### **SIMPLE UPLOAD MANAGER**

The Edge Upload Manager in PRIME Designer allows you to package, export, and upload your graphic projects directly to the PRIME Edge web portal. Designers can quickly deliver projects without leaving the application they spend their day in, while PRIME Edge rapidly converts graphics to a web-friendly format for universal deployment.



#### **GLOBAL OVERLAY PUBLISHING**

Publishing your interactive graphics to your various streaming content is dead-simple with PRIME Edge. From the Edge Console, you can generate an Edge widget URL, embed it over the video player in your OTT platform, website, or mobile app on your OS of choice - and any viewer that accesses that video player gets their own unique interactive experience.

# TECHNICAL SPECIFICATIONS

## GENERAL

<b>Minimum PRIME Software Version Requirement</b>	PRIME 4.3.0
<b>Supported Browsers</b>	Google Chrome, Microsoft Edge, Apple Safari, Mozilla Firefox, Opera
<b>Supported Mobile OS</b>	Apple iOS 13, Android 4.4.4
<b>PRIME Edge Console</b>	<p>PRIME Edge Console is the central point where you can test, manage, and deploy content, as well as manage active users:</p> <ul style="list-style-type: none"><li>• Filter, sort, search, and navigate projects</li><li>• Demo Page functionality to test graphic overlays</li><li>• Update file-based bindings</li><li>• View project assets</li><li>• Generate URL for embedding in web pages, mobile devices, or streaming providers</li><li>• Delete scenes</li></ul>
<b>PRIME Edge Console Admin</b>	<p>From the PRIME Edge console settings you can manage your organization's users: Create, validate, and delete users</p> <ul style="list-style-type: none"><li>• Set user passwords</li><li>• Dictate user-level permissions for upload, deletion, and deployment of content</li></ul>
<b>Upload Manager</b>	<p>You can easily upload content from PRIME CG to PRIME Edge using the Upload Manager, which you can access directly within PRIME CG's Runtime Playout interface:</p> <ul style="list-style-type: none"><li>• Create a new PRIME Edge console project</li><li>• Replace the assets in an existing PRIME Edge Console project</li><li>• Merge assets into an existing PRIME Edge Console project</li></ul>

## PRIME CG FEATURES IN PRIME EDGE

<b>Custom Fonts</b>	Supports .TTF and .OTF
<b>Supported Image Formats</b>	.png, .jpeg, and .jpg
<b>Data Binding</b>	JSON, XML, Web, Excel (.xlsx & .xls), and Text (.txt & .csv)
<b>Open URL Functionality</b>	Bind a website URL to a scene object such as a text field or image.
<b>Supported Design Tools</b>	Text, Image, Group, Align, Auto Follow, Auto Spacing, Crop, Font Style, Touch, Transition, Data Object. Parameters, Expressions, Conditions. Please contact your Chyron representative for the up-to-date list.

# OUR SERVICES

Chyron 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 postlaunch 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 Chyron representative.

## EXTENDED WARRANTIES

Finally, all Chyron 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.

## 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.

# ABOUT US

Founded in 1966, Chyron 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. Chyron continues its legacy as a global leader focused on customer-centric broadcast solutions. Today, the company offers production professionals the industry's most comprehensive portfolio for the design, data integration, sharing, and playing of live graphics to air with ease. Additionally, Chyron provides an array of functionalities including venue control, illustrated replay, production switching, virtual sets, augmented reality, video walls, touchscreen graphics and production automation. Chyron products are based on a scalable, flexible software platform that may be deployed on premises or in the cloud to empower OTA & OTT workflows and deliver richer, more immersive experiences for viewers and fans at home, on the go or in the arena.

# CONTACT SALES

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