



- BROADCAST TICKERS
- DIGITAL SIGNAGE
- BRANDING
- ESPORTS

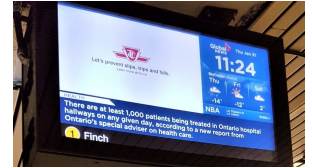


**BannisterLake**

Chameleon is the industry's most advanced data aggregation and management software solution for tickers, branding, L-Bars and full frame graphics. It provides a sophisticated and powerful link between data and graphics for broadcast, OTT, streaming, digital signage, HTML5, online and mobile. Chameleon reads, ingests and manages multiple, diverse data feeds through an advanced web interface providing users with full control over both incoming data and output formats.

## FULL CONTROL OVER ALL DATA CONTENT

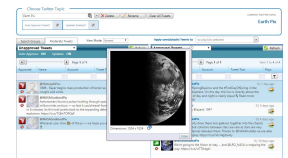
Chameleon is engineered to control virtually any type of data content giving broadcasters more editorial choices and more flexibility. Without a need to purchase additional modules, Chameleon handles news, weather, sports, traffic, alerts, event calendars and more. It is perfectly equipped to handle election results, lotteries and custom data from sources such as Google Sheets. For more unusual data feeds, Bannister Lake can write original data parsers for integration into Chameleon.



## SOCIAL MEDIA



Aggregating and moderating social media is already built into the Chameleon solution. Bannister Lake's sophisticated search methodology goes beyond the hashtag, providing production teams with the ability to call up the most relevant, newsworthy posts quickly and efficiently.



## ON-AIR BRANDING

The same solution that powers tickers and graphics is also used for on-air branding. Complete integration with station and network traffic systems means broadcasters can take full advantage of automation and incoming data to strategically display and co-ordinate snipes, sponsorships, bugs, and coming up next graphics on specific stations, digital properties or by designated regions.



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