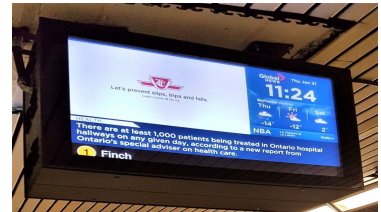


# Chameleon: Real-time Data Aggregation and Management

Chameleon is the industry's most advanced data aggregation and management software solution for tickers, on-air branding, L-Bars and full frame graphics. It is a one-stop, web-based solution empowering visual communicators everywhere to create new business opportunities, revolutionize workflows and enhance storytelling. Chameleon provides a sophisticated and powerful link between data and graphics for broadcast, OTT, streaming, digital signage, online and mobile applications. 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 source giving media organizations more editorial and production flexibility. Without a need to purchase additional modules, Chameleon handles news, weather, sports, traffic, financial data and more. Chameleon is particularly well equipped for election coverage and is able to work with data for any election style; parliamentary, presidential, or proportional representation. For unstructured data feeds, Chameleon has a "custom data" feature for ingestion into Chameleon or Bannister Lake can write custom data parsers.



## SOCIAL MEDIA

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



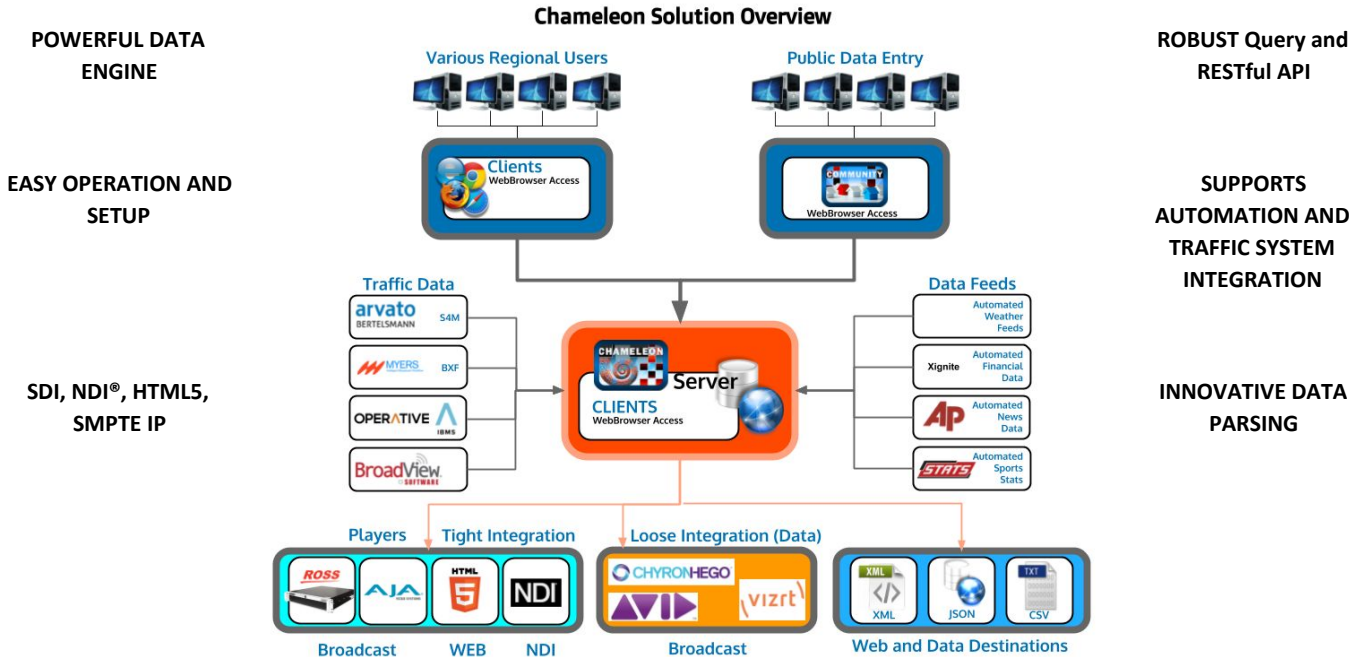
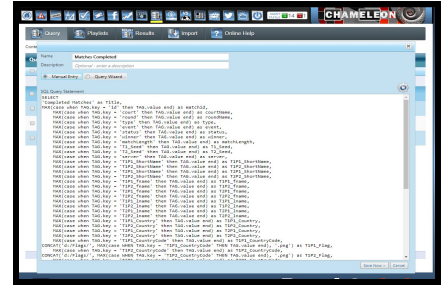
## ON-AIR BRANDING

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 to strategically display and co-ordinate snipes, promos, sponsorships, bugs, and "coming up next" graphics on stations, digital properties or by designated regions. Chameleon also includes the ability to generate "as run" logs to reconcile sales and marketing efforts.



## QUERY

Chameleon's Query functionality allows producers to breakdown complex data and only display the content that is editorially significant. A simple SQL Query quickly pinpoints specific data content based on search parameters providing audiences with deeper insights and more informative storylines. Query is also used to strategically distribute customized data to multiple outlets creating new revenue opportunities.



## NO LIMITS

Chameleon can support any number of channels, data sources, editorial producers, designers and shows/looks based on templates. Chameleon fosters endless possibilities for producers and broadcasters to do more with their data.

## BLADE RESTful API

Chameleon's BLADE RESTful API provides a simple method to output data in various popular formats; XML, JSON, or CSV to allow data content, customized within Chameleon, to be distributed to any device or endpoint. From graphic engines to digital signage systems to web widgets, Chameleon data can power a wide variety of solutions with custom content that opens new storytelling and business opportunities.

