

## Bannister Lake's Chameleon joins Grass Valley Media Universe Alliance

*Bannister Lake Chameleon connects with Grass Valley's AMPP*



**CAMBRIDGE, ON, Canada, May 11, 2022** – [Bannister Lake](#), a leading provider of broadcast data aggregation and graphics solutions, today announced it has become a member of the [Grass Valley Media Universe \(GVMU\)](#) Alliance. As a GVMU Alliance member, Bannister Lake's Chameleon platform will connect with Grass Valley's Agile Media Processing Platform (AMPP) and become an integrated part of a cloud-enhanced architecture.

The GV Media Universe brings solutions together with existing workflows and equipment to create and distribute premium live content while reducing complexity and cost for those who adopt GVMU into their work environment, Grass Valley said.

The underlying technology is designed with cloud-based live production needs in mind. It is frame-accurate, responsive and compatible with connected control surfaces and applications that take full advantage of what the cloud offers, the company said.

Developed to integrate into any production workflow, [Bannister Lake Chameleon](#) enables the creation of graphic overlays, tickers and branding for all kinds of broadcast productions and verticals, including live sports, betting, elections, esports, news, government and corporate events. The Chameleon solution provides a comprehensive set of design tools and easily scales to support multiple channels. It can be integrated with AMPP-supported production switching, master control and other production tools, paving the way to quick and seamless live production, Grass Valley said.

With confirmation of Chameleon's compliance with GV AMPP, both companies will work together under the alliance to make sure the graphics solution integrates seamlessly the GV Media Universe.

"Chameleon brings a sophisticated tool to the GV Media Universe with our ability to contain any data from unlimited data sources. Our HTML5 CG/renderer and NDI™ support provides easy integration for customers. We are excited by the opportunity to participate with this important initiative." said Bannister Lake's president and founder Georg Hentsch.

For more information about GrassValley, visit [grassvalley.com](#) For more information about Chameleon and other Bannister Lake solutions, please visit [bannisterlake.com](#).

### **About Bannister Lake Inc.**

Bannister Lake is a leading provider of professional video graphic display solutions for broadcast, cable, satellite, audio/visual and information presentation applications worldwide. Our solutions integrate seamlessly with your existing infrastructure while automating the integration and display of external data sources, improving the productivity of your organization. Visit us online at [bannisterlake.com](#).

## About Grass Valley

We love live! Grass Valley is the leading technology provider for the live media and entertainment market. We work with 90% of the world's major media brands, powering their media centers, mobile production units, 24-hour newsrooms, and sports streaming platforms. As the number one trusted partner in media technology, we enable content owners and service providers to create and deliver compelling live experiences in the most efficient way.

Whether it's IP-native cameras or state-of-the-art cloud production platforms, we're at the forefront of groundbreaking live media innovation. We continue to pioneer market-leading advances based on cloud and software efficiency to transform live content for the streaming era today and in the future.

Headquartered in Montreal, Grass Valley has been engaged in the media technology business for over 60 years. [grassvalley.com](http://grassvalley.com).

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