

# compix ChannelBrander

## Bringing your channel to life.



### compix ChannelBrander™

**Compix ChannelBrander™** brings your channel to life with great features to keep your audience tuned. With a continuous stream of automatically updating news/stocks/sports tickers and crawls, weather conditions, and Emergency Alerts, **ChannelBrander™** enhances its NewsScroll RSS software base to offer powerful channel branding and affordable creation of interactive, informational headline feeds. With added tools for creating graphics such as personalized lower-thirds, broadcasters can more easily monetize the on-screen space and increase viewer loyalty.

With flexible options for putting targeted and personalized content on-screen, **ChannelBrander™** users can add multiple crawls, logos, and more – all with just a single channel. **ChannelBrander™** enables simultaneous display of two independent crawls and automatically draws data from text files that can be updated manually or automatically. You can also go to news, sports, weather and financial data websites of your choice and link their RSS feed to **ChannelBrander™**.

With two static or animated logos, one can be used to display your station logo and another can be used as your sponsor's logo, providing ways to increase your overall revenue streams. A real-time clock, a Weather Box which can be updated from web, and an instant text-update field for last-minute additions are features that come equipped with every **ChannelBrander™** system. Operators can adjust and save the positioning and attributes of each item on the video output screen, making recall fast and easy. Your playlists can be modified and scheduled for a specific time in the day.

In addition to ticker/logo/branding display capabilities, **ChannelBrander™** interfaces with broadcast automation systems, news data services and Emergency Alert Systems through a growing list of partners such as BTI, Digital Alert Systems, NewsChief.com, Tighrope Media Systems and NVerzion. Please contact sales for our latest partner development.

**ChannelBrander™** is available in two configurations, SD-SDI and Analog.

# compix ChannelBrander



Compix ChannelBrander™ Analog	
Video I/O Standards Supported	
<b>Analog Composite</b>	
SMPTE 170M (NTSC 720x486, PAL 720x576)	
<b>Input</b>	
Composite, Passes VBI	
<b>Output</b>	
Composite	Composite key
<b>System Genlock</b>	
Reference Input (BB or CVBS)	Internal, Input video
<b>System Specifications</b>	
OS	Windows XP Professional
RAM	1GB
Hard Drive	80GB SATA HDD (7200RPM)
Optical Drive	20X DVD-RW
Ports	1 Ethernet 1000 BaseT (RJ-45)
	1 RS-232 (DB9)
	1 PS2 Keyboard, Mouse
	4 USB 2.0
<b>Power Specifications</b>	
Power Supply	220W
110/220 Volt 60/50 Hz (Auto-sense)	
<b>Physical Dimensions</b>	
Mini-Desktop	
Height	5½ in (13.90cm)
Width	15 in (39.37cm)
Depth	13 in (33.0cm)
Weight	19½lb (8.85kg)

Compix ChannelBrander™ SD-SDI	
Video I/O Standards Supported	
<b>Analog</b>	
SMPTE 170M (NTSC 720x486, PAL 720x576)	
<b>SD-SDI</b>	
SMPTE 259M (both 4:3 and 16:9 supported)	
<b>Input</b>	
Composite, YPbPr, Y/C, Passes VBI	
SD-SDI, Passes VBI	
<b>Output</b>	
Composite, YPbPr, Y/C fill	Composite key
SD-SDI key and fill	
<b>System Genlock</b>	
Reference Input (BB or CVBS)	Internal, Input video
<b>System Specifications</b>	
OS	Windows XP Professional
RAM	1GB
Hard Drive	80GB SATA HDD (7200RPM)
Optical Drive	20X DVD-RW
Ports	1 Ethernet 1000 BaseT (RJ-45)
	1 RS-232 (DB9)
	1 PS2 Keyboard, Mouse
	4 USB 2.0
<b>Power Specifications</b>	
Power Supply	220W
110/220 Volt 60/50 Hz (Auto-sense)	
<b>Physical Dimensions</b>	
1RU rack mount chassis	
Height	1.75" (4.45cm)
Width	19 inches (48.26cm)
Depth	15" (38.10cm)
Weight	20lb (9.07kg)



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