



'AXIS' SaaS –
Cloud-based Content Production
& Business Transformation
for the Media

RTS Technical Colloquium
December 2010



Vision and Strategy for the Axis Ecostructure

- Chyron Acquired AXIS in 2008
- Focus on media markets
- v1.0 is having good success in the US
- Launched initially as tv graphics workflow tool
- The service is expanding into other media workflows and markets with '3 screen' strategy
- Growing list of app and data partners



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Why Axis for Media Applications?



- Most cloud-based services to date have been largely designed to support IT applications
- 'Media centric' processes have different characteristics
 - Workflows can be complex, time-bounded or real-time
 - Essence, metadata, workflow, control, management, and processing often use fragmented silo infrastructure
 - Most image processing apps are optimised for GPUs
 - Legacy technology tends to dominate the landscape
 - Real time integrations, API's, middleware etc
 - Proprietary multi-vendor legacy systems



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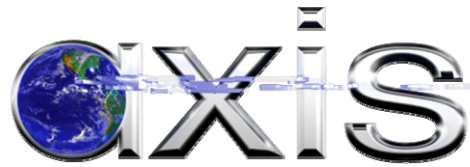
Why Axis for 'Media Centric' applications?

- Axis can model and run many time-bounded workflows
- Axis manages, and controls workflow, processing and movement of media (e.g. AXIS orders/sales)
- Axis is written for CPUs in fabric, but is also cognisant of GPU processes at edge
- Special events are easier to support through scalable resourcing and workflow agility
- Axis is designed to support legacy infrastructures via cloud bridging apps integrating with MOS integrated newsrooms, Final Cut Pro, etc.
- Axis supports non Chyron systems e.g VizRT, Deko, Pixel Power, etc.
- Eliminates the need for much capex expenditure



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Demonstration



Graphics Round trip

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Demo Review

- Ease of Use – Collaboration and Sharing
- Workflow Process Control
- Custom Look and Feel
- 3rd Party Services
- 3 Screen (multi-format) Creation Capabilities
- Anyone creates and manages content from anywhere
 - Only need an internet connection
- Business Intelligence / Management Reporting Tools



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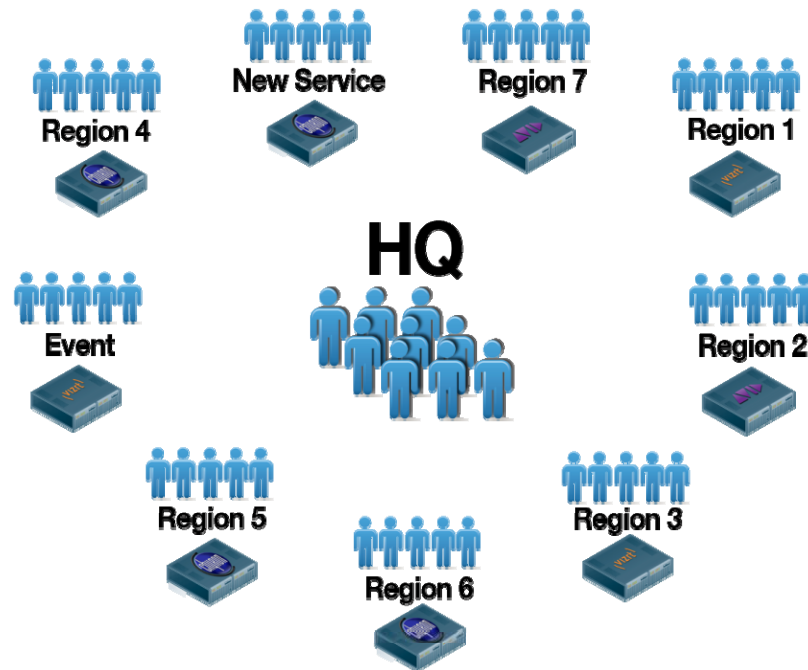
Delivering Business Benefits & Transformation

- Experience in the US shows that Axis is a technology that can transform our Customers' businesses
- It can impact:
 - Process (workflow)
 - Roles & Responsibilities
 - Headcount
 - Organisational structure (centralisation of resources)
 - Geographical distribution of resources
 - And enable 'virtual' teams



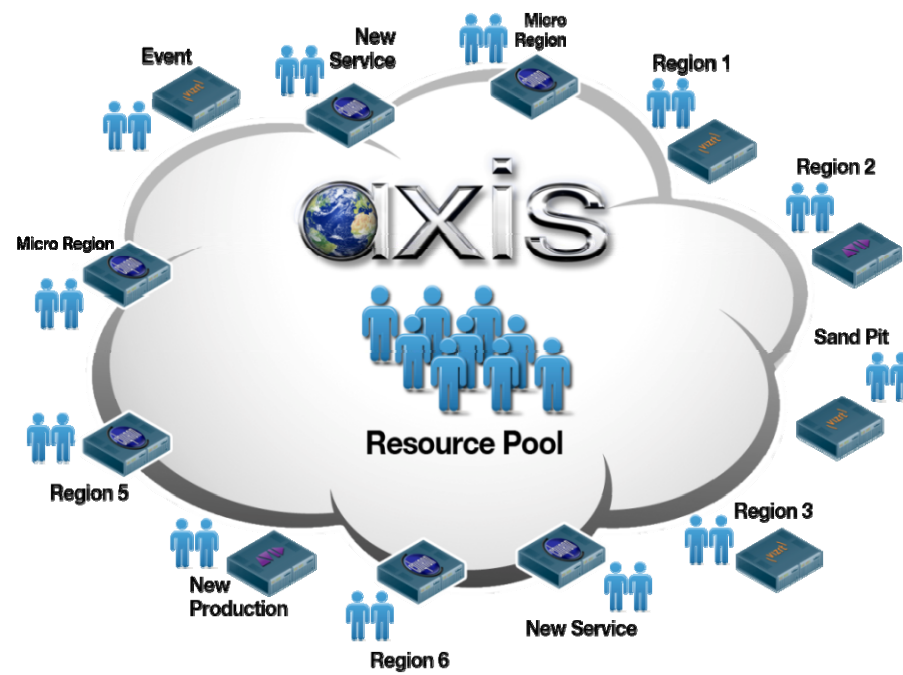
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Before AXIS



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After AXIS

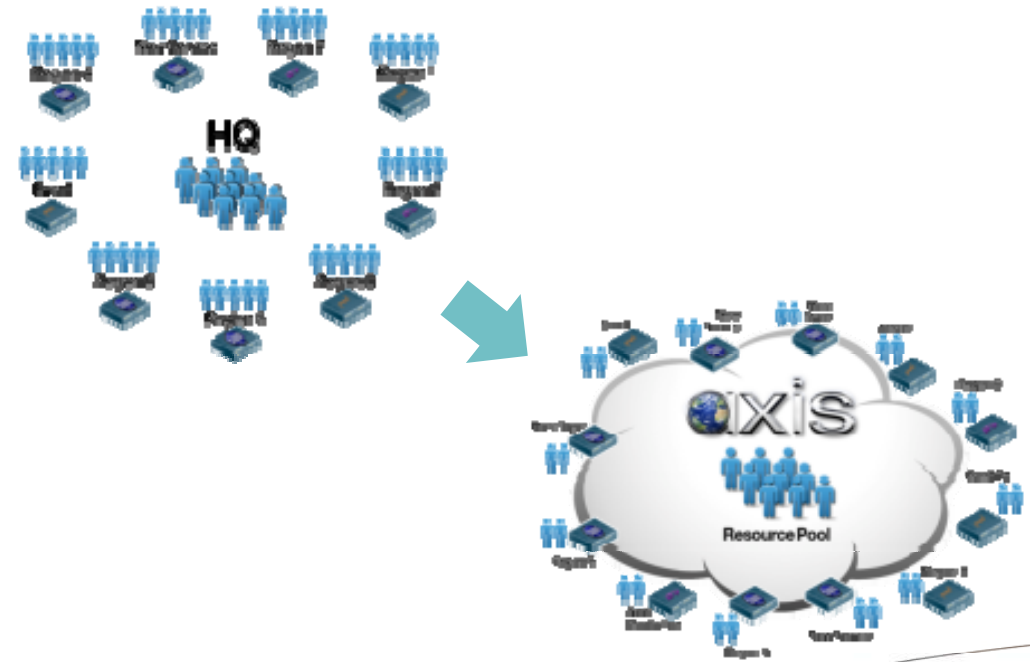


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The US business experience

- A customer estimated net savings of 25% in their 4-year investment case for Axis. A very big number
- This included News Producers taking on more control and simple graphics production themselves
- A significant improvement in Graphics staffing, with artists able to focus on (more satisfying) higher-end, complex graphics



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And finally...

- Axis Cloud Services
 - Successfully deployed in significant media operations
 - Quality and Operational improvements
 - Significant ROI, major reductions in Capex and Opex
 - Business agility, accelerated time to market e.g. Hyper local
- Started with broadcast graphics, expanding into new workflows
- Starting detailed discussions re deployment in EMEA



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Open Discussion/ Q&A



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Todd Martin
VP Strategic Partnerships and Professional Services
TMartin@chyron.com

Paul Glasgow
VP Sales EMEA
PGlasgow@chyron.com

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Company
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Watches.**

