

Dynamic Presentations at your fingertips

NewsTouch™

Touch-based live presentation appliance

The news has gone a long way from straightforward reporting to the public. It is delivered in multiple formats: written, online, on TV, in mobile devices, and in multimedia combinations. News programs are in a race to deliver the latest breaking news in the most digestible, informative, and dynamic format that is possible.

These days, the news anchor is more than just a pretty face reading from a prompter. He is also the moderator of multiple sources of information, including news clippings and images, online resources, media files, and live feed. As the news format becomes more and more complex, the news team needs to be more in control of the components of its news program, making sure that it is both running smoothly and engaging viewers.

NewsTouch, by media technology provider MediaPower, is a standalone appliance dedicated to the live production of press clippings, web content, and recorded and live media files in the studio. It is a touch-based, multimedia presentation system for a live broadcasting environment.



Key features

- Easy-to-master and intuitive gestures
- Innovative drawing tools for interactive presentations
- “No panic” feature to restore accidental zoom-ins
- Full HD output on NewsTouch and on air display
- Remote client app for program preparation and preview

Key benefits

- Full control over media reporting, independent of the production crew
- Interactivity during presentations results in report clarity
- Greater visual impact and engaging content in any kind of program

NewsTouch touchscreen



OnAir/HD SDI output monitor

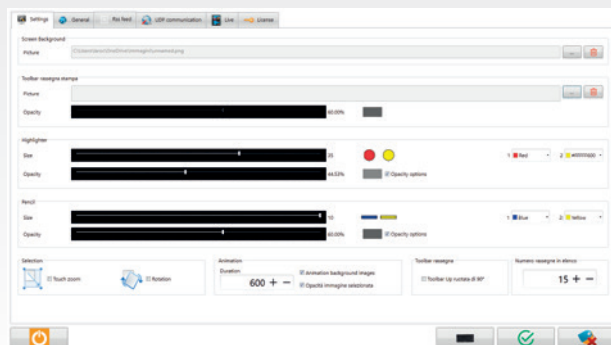


HD-SDI

Multitouch meets broadcast

Using natural gestures, the news anchor or journalist can be in full control of his delivery, simultaneously anchoring and presenting supporting news clippings, videos, and content. Scroll, zoom, and rotate images to emphasize points. To simplify the interface, buttons and commands may be hidden according to the user, and a “no panic” button is available to recover from accidental zoom-ins and tilts.

Innovative Drawing Tools



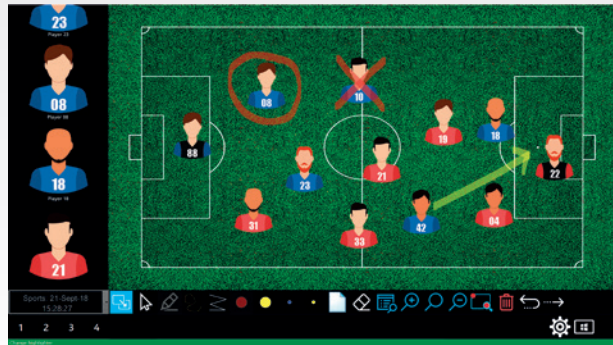
Live interaction

NewsTouch offers a full array of powerful drawing tools for drawing arrows, shapes, and other markers on top of images or videos. Different pen sizes and colors are available for use, along with an eraser feature. This is especially useful in sports and weather news when the journalist points at specific sections of a supporting image onscreen to make a clear report.

Optional live camera selection



Live commenting of sports events



Dynamic Possibilities

With NewsTouch, create any kind of program that features dynamic and engaging presentations: news, sports, weather, special events like the elections, talk shows, and many others. Apart from press clippings and web material, the anchor can also take control of live video input coming from another studio or the field. Output on the presenter display and on air is HD-enabled.

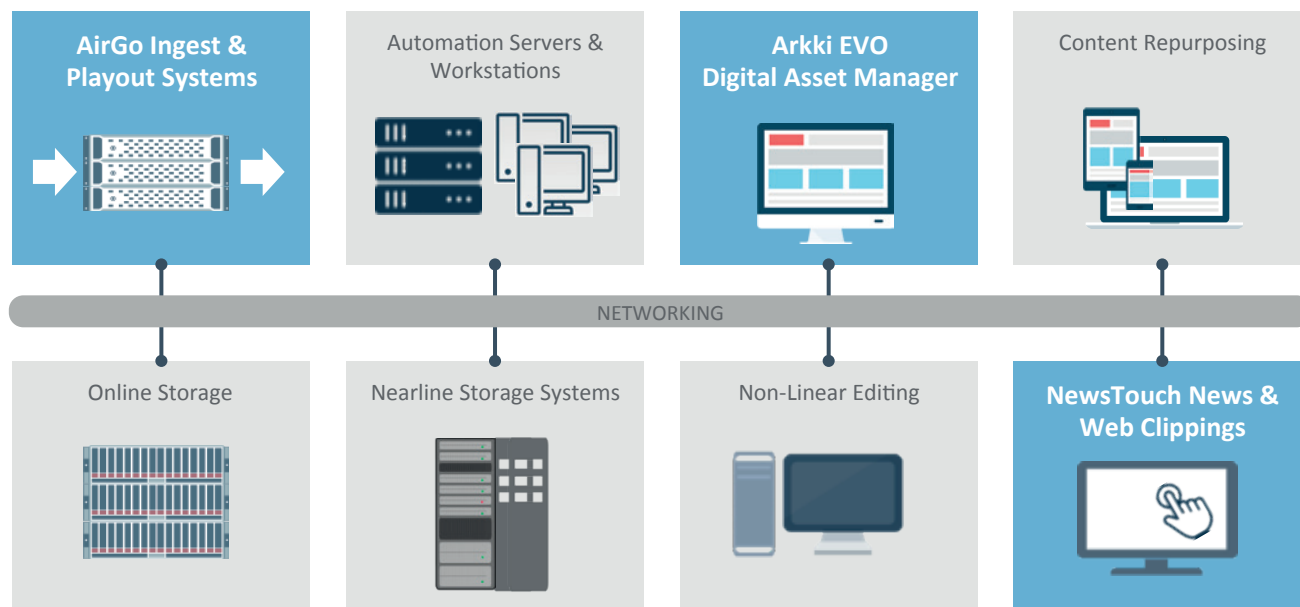
How it works

- Prior to live report, anchor prepares for his report by collecting press clippings and materials and saving them in the NewsTouch gallery.
- During a live report, anchor accesses saved clippings to support report. He can also access web clippings via live URL without saving them in the gallery before the report.
- In a weather report, the weatherman draws and zooms in on the territory map to indicate which areas will experience rain or sunshine.
- In a sports commentary program, sportscasters use the touchboard functionality and move around player icons over an image of the football field to review the highlights of the game. They can recreate moves by drawing on the field using the pen and eraser functions. An internal database is available to keep records of teams and players.
- In the studio, the program director controls the HD output channel of NewsTouch that is connected to the Master21 or the video router. He can switch between the live broadcast or the NewsTouch media files being managed by the anchor.

Configuration Options

<i>Base</i>	Single output channel. It's the most common version used in the studios worldwide, wherever a control room and a director is always present for the live production.
<i>Extended</i>	Single output channel and up to four input channels. When the journalist needs or want to have the control of the output, manually selecting during the live the switch between the NEWSTOUCH output and one of the four inputs. This can be useful for smaller TV productions where the director is not present. The input channels can be camera feeds from the studio or live video feeds.

MediaPower MediaSuite Offerings



About MediaPower

MediaPower enables media workflows through products and services that empower organizations to create, manage, deliver, and monetize digital content. Founded in 1993, MediaPower started as an integrator of networking and storage solutions for the broadcast industry, with products from top brands like SeaChange, DDN, NetApp, and Dalet. MediaPower has since developed multidisciplinary expertise in IT-based workflows, media management, content acquisition & distribution, and digital transformation.

Having started in Italy & France, MediaPower now has established offices in Europe, Asia, and the United States, with a global presence in over 30 countries through its expansive and continually growing channels network.

While MediaPower continues to bring best-of-breed technologies from different content creation, management, and distribution brands into its offerings, it now also develops its suite of services and applications that enable the use of video throughout an organization's internal and external communications. These include NewsTouch touch-based live presentation appliance, Arkki EVO Digital Asset Manager, AirGo integrated video server, NewsApp UGC (user-generated content) sharing platform, and its own OTT delivery platform.

With the widespread use of video and digital media in many different aspects of any business or vertical industry, MediaPower aims to serve not just the traditional broadcast and media space, but also content publishers, institutions, and corporate organizations to help them shift to technology and data-driven operations that deliver value to their customers.