


# CHAMELEON


**Chameleon is your branding and ticker solution for broadcasting, special events, signage and more. By aggregating data through its advanced web interface, Chameleon uses rundowns, playlists and flexible scheduling to generate completely customizable branding and tickers. Chameleon provides plugin support for data feeds, automation and traffic systems while targeting a wide range of platforms including NDI, SDI, HTML5 and SMPTE IP.**

## FREELY MIX AUTOMATED FEEDS AND MANUAL ENTRY

 Chameleon handles many different types of data and has interfaces optimized for each type, controlling automated collection, manual entry, and moderation in any combination. Rather than being locked into a fixed package of second tier data providers, Chameleon lets you pick best of breed sources and makes it easy to work with those you already have. Data types include: Stories, Scores, Events, Weather, Financials, Social Media, Sponsors, Closings, Traffic, Ski Reports, Elections, Alerts and Lotteries.




## BROWSER BASED MANAGEMENT

 All content control and moderation is through Web browser connections, letting unlimited users connect from any location. Sophisticated user management tools and Content Groups allow any mix of common data and isolated local and regional data. New content can be added at any time to support breaking news or fast changing weather situations.



## NO LIMITS

 Chameleon can support any number of channels, data sources, editorial producers, designers, and multiple shows/looks based on templates. An optional backup server with data replication gives total peace of mind when running multiple channels.

