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.

WORKFLOW

Chameleon provides the ultimate centralized workflow experience: simultaneous collaboration coupled with a clean, intuitive interface. The "design once and repurpose often" model of content reuse has never been so easy to setup and maintain.

CREATE

Graphics creation is independent from data management. Set up scenes using design tools available on any graphics system. Different channels can share looks or every channel can have entirely separate appearances and behaviors.

POPULATE

Integrate information from automated sources with locally generated content to provide up-to-the-minute data in a visually exciting format to maintain viewer interest. Control all content for multiple locations from a single, powerful web-based interface. Monitor and manage everything from region specific news items to national sports scores. Easily reuse national content across all regions while adding specific regional news stories.

PLAY

Any data type, from general information, news stories, sports scores and weather to election results and even traffic or campus cameras can play out from any selected screen region.

OUTPUT DEVICES

Chameleon is designed to provide data to a wide range of different devices in a variety of data formats:

BROADCAST CGs and GRAPHIC SYSTEMS

Modern broadcast graphics devices can read data from external URLs to fill static or animated template fields. Chyron Lyric, Mosaic and ChannelBox, Ross XPression, Pixel Power Clarity and LogoVision, Imagine Communications graphics systems have all been tested pulling data from our BLADE output system.

INTEGRATED CHANNEL PLAYOUT SYSTEMS

Channel in a Box systems play out an ever increasing number of broadcast and cable channels. They are also now capable of high quality built-in graphics and many can source automated data from Chameleon.

WEB SITES, SIGNAGE and DOOH SYSTEMS

Our BLADE output system makes it easy to use the same feeds to provide data to multiple output systems in different formats simultaneously.