The Real-time 3D ticker

Advanced Ticker systems are an indispensable component of any news programme and a core element of channel branding for any broadcaster or media organization. The quality of a ticker defines the visual appearance of a channel and determines its relevance to the viewers.

Viz Ticker is Vizrt's complete solution for creating comprehensive live 3D-Tickers with total flexibility integrated into the newsroom or master control workflow.

Multiple graphical elements - both scrolling and flipping - and with various speeds can be displayed simultaneously and can be designed and visually integrated to scroll around real objects such as a desk in a virtual set or on the walls of a studio to achieve a unique and sophisticated appearance.

Viz Ticker is a multi-client and platform-independent tool that can be accessed from anywhere. It is reliable and easy to operate to insert continuous content feeds – manually or automatically - from breaking news to elections, weather, and sports. Elements are taken directly from content editing to air in real-time and can include live data, text, animated 3D objects, images, videos, and sound.

Viz Ticker is one of the essential functionalities of the Vizrt Channel Branding Suite. It seamlessly integrates with the Vizrt ecosystem and graphics workflow, particularly the Vizrt Newsroom Journalist Solution.

Key Features

+ Real-time 3D graphics
+ Multiple scrolling and flipping tickers
+ End-of carousel actions for self-driven setup and expiration settings
+ Platform independent, can be accessed from anywhere
+ Template-based workflow
+ Direct editing of content on-air
+ Minimal buffering delay
+ Multiple clients for on-air-control and editing
+ Open interface for data feed application integration
+ Unicode language support
+ Easy setup and step-by-step setup of tickers in only a few minutes
+ OneBox solution for one host to run up to four outputs

Viz Ticker Overview

Two Ticker concepts

Viz Ticker supports two major ticker concepts: scrolling and flipping 3D tickers.

With scrolling tickers, multiple ticker lines can be scrolled over the screen. The flipping ticker concept makes it possible to flip between pages as if through a stack of cards.

This solution allows for advanced visual transitions between pages and automatically alternating pages with real-time content, such as the stock-exchanges indices.

Live Action

Viz Ticker is a highly flexible solution allowing users to create tickers using live data, animated 3D objects, text, images and clips. The tickers themselves are 3D objects and can be designed to scroll around real objects, for example, a curved desk in a virtual studio.

- Ticker elements can trigger events in scrolling tickers
- Events may be the start of an animation, or the display of pre-defined text or graphic objects that move on and off and can be positioned anywhere on the screen
- Transition Logic support for smooth visual transitions of multiple on-air tickers simultaneously
- Multiple graphical elements (both scrolling and flipping) with variable speed control can be displayed simultaneously
- End-of-Carousel Actions make it easy to chain carousels together to create a self-driven system. Any Ticker system action can be executed when a carousel ends.

Data input

Ticker content can easily be added in a template-based workflow and can be manually entered or automatically retrieved.

- Manual entry from sources such as interactive text messages
- Automatic retrieval and generation from various news, sports, social media, weather, financial, database, or Internet external feeds. A service makes it possible to populate a scrolling or flipping carousel with data elements from a file that is updated from an external source
- Content is easily added with the use of templates

Open interface for data feed applications

- Easy setup
- Multiple scrollers
- End-of-carousel actions and Expiration settings
- Shared message pools
- Unicode language support

Multiple clients

The ticker client application is used for operating and providing data to defined tickers. Messages are created, added to a carousel, and sent to be output.

Viz Ticker allows for multiple clients to create and control the live tickers. The user interface manages all information and task scheduling in a user-friendly manner.

- Multiple clients can work from a shared ticker message pool
- Multiple users can perform content insertion, control, and editing of live tickers
- The interface manages all information and task scheduling in a user-friendly manner
- With multi-render support, the system can be set up to feed several multiple output channels from one message carousel
- Transition Logic enables smooth visual transitions of multiple on-air tickers simultaneously.

Ticker Web Client

The integrated Ticker Web Client companion app allows remote access to the ticker system for manual ticker control and adjustment of templates from anywhere. A journalist can enter news, or an operator can activate or reactivate carousels. The application runs in any modern browser and any device.
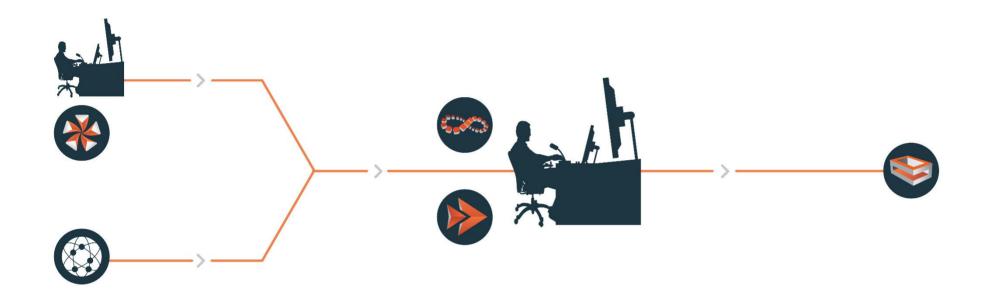
Ticker Wizard

Ticker Wizard, typically used by a graphic artist, is the configuration application to select carousels (scrolling or flipping) and equip them with templates. Adjustments to the GUI settings of the Ticker Client can be defined from this system.

OneBox set up

The Ticker OneBox solution enables up to 4 output channels to be driven from the same host machine with a Dual/Quad Viz Engine, largely reducing hardware costs for a multiple channel setup. With NDI out (no need for a Matrox card) there is even a larger cost reduction. With multiple output channels, a single carousel can contain messages targeted to specific channels, for instance a news feed with some messages intended for all channels (national news), while others are intended for one of the channels only (regions).

Workflow Diagram

01 **Creative Department**
Design ticker scenes and templates in Viz Artist

02 **Newsroom**
Edit ticker content and build carousels

03 **Data Feeds**
Automatic data feeds for real time news, finance, weather, social media, weather etc.

04 **Master Control**
Control tickers on air manually, from Viz Multichannel, or from external systems through REST API or GPI

Access Anywhere
Operate Viz Ticker through a web client

05 **Viz Engine**
Render real-time ticker graphics through SDI, IP streaming or NDI