The broadcast graphics solution for modern & flexible newsrooms



Web ready, templates library, newsroom focused, story centric, journalist driven. Viz Pilot Edge enables efficiency, precision and remote/hybrid workflows.

News is complex. But, graphics can simplify news by breaking down complex stories and enhancing storytelling with additional information. Visual content can vastly improve audience understanding, engagement and ultimately, brand loyalty.

Viz Pilot Edge puts all the tools for creating newsroom graphics right at the journalists' fingertips. Journalists can create, manage and deliver high volumes of stunning graphics, social media content and broadcast maps on-air and on-line, in a matter of seconds. And they can do this in or outside the newsroom, using templates that are accessed from any browser.

As the world's leading provider of tools for media content creators, Vizrt is continuously building better solutions for the broadcast, sports and digital industries.

Ensure your news coverage is THE indispensable news source for your audience. Get the competitive advantage to win the ratings war every hour, every day.

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> WE NEEDED **INCREDIBLY PROFESSIONAL GRAPHICS.** AND TO PRESENT **REAL-TIME DATA** IN A MULTITUDE OF DIFFERENT WAYS. THAT'S WHY WE WENT WITH VIZRT.
>
> Kylie Merritt,
> *Founder and MD,*
> ausbiz, Australia

Full range of functionality for creating on-air real-time graphics. Bring constantly changing information to life, enthralling viewers. Viz Pilot Edge is built for the modern and flexible newsroom that supports remote and hybrid operations so your teams can effortlessly produce high volumes of consistent, high-quality, brand and show-aligned content every time from any browser.



Editorial first. Supports distributed workforce.

Viz Pilot Edge is built on HTML technology, so journalists can access the templates inside and outside the newsroom via an internet browser AND within the newsroom computer system (NRCS). **Work from anywhere empowers journalists to create and deliver stories immediately from wherever they are. Plus, helps organizations unlock new talent hubs and access remote talents.**



Efficient & consistent

Templates promote efficiency and repeatability. Reusable and shareable templates help the journalist focus on the content and complete tasks quickly. **The templates created by the Design Department can be utilized and customized across multiple shows by simply setting relevant concepts and variants.** Additionally, templates ensure brand and show consistency.



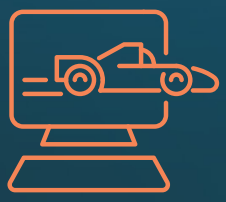
Increased productivity

Use of templates for day-to-day storytelling creates a more efficient and streamlined newsroom workflow. Increased flexibility as templates can be easily modified and customized using concepts and variants for different needs, instead of recreating templates from scratch. **Additionally, using templates frees up the creative department so they can focus on the more bespoke graphics and other design demands that can give your channel/network the competitive edge.**



Time saving

Templated workflows give a defined structure to any program. **The modular Template Builder does the heavy lifting, so designers only need to drag and drop pre-created fields into the Layout Editor.** Alternatively, use scripting to create more complex and data-integrated templates.



Fast, easy to use technology

Vizrt pioneered Transition Logic, a code-free method to orchestrate the flow of graphics so multiple layers animate gracefully and seamlessly from one to another. It applies to all graphics from lower thirds, over the shoulders, full screen to videowall elements.



Eliminate errors

Templates prevent mistakes by enforcing consistency when creating graphics. Option to highlight selected fields ensures that the right data is always entered into the predefined field, especially with larger forms and videowall timeline content. Fields can be locked/read-only to prevent mistakes. **Preview in real-time as auto-refresh is switched on by default.** Save (to the library if reusing), then drag into NRCS story slug. Plugs into all major newsroom computer systems.



Seamless integrations

Viz Pilot Edge seamlessly integrates with a wide range of newsroom computer systems (NRCS) and non-linear editors, fitting in easily with existing newsroom operations. **Templates can be created once and used across a range of Vizrt products, such as Viz World, Viz Social, Viz Story, Viz Engine, Viz Artist, Viz Trio and Viz Multiplay. Viz Pilot Edge also offers tight integrations with studio automation systems.**

Viz Pilot Edge – the only tool a journalist needs to create superior graphics from their browser.

vizrt CASE STUDY

ausbiz

Ausbiz reinvents financial news with journalist-driven live stream and video-on-demand production

> ***Many of our journalists were new to television. But within the first week of going live, they were driving the entire news production by themselves.***

Kylie Merritt,
Founder and MD
ausbiz, Australia

The customer

Ausbiz is the leading provider of Australian business, economy and financial news giving their audience access to live stream and video on demand.

The challenge

To create an infrastructure for a story-centric driven workflow that could be operated by a single journalist. **Reducing complexity, so journalists can create stories from start to finish and publish content easily and quickly in a dynamic and fast-paced news environment.** Visualizing real-time data in a multitude of audience pleasing ways.

The solution

Vizrt graphics (Viz Pilot Edge) and studio automation tools to anchor the infra-structure. All graphic elements are rendered by the broadcast world's most powerful real-time compositor and rendering engine, Viz Engine for visually appealing visualization of real-time live data.

The result

Viewer targeted data, visuals and stories have helped ausbiz grow and provide a much better audience experience. Full synchronization and integrations within the Vizrt ecosystem for a seamless and easy day-to-day operation. The solutions suit both simple as well as advanced workflows. Within a year after launch, ausbiz became the leading provider of live news and video-on-demand covering Australian business, markets, economy and startups.



About Vizrt

Vizrt® is the world's leading provider of innovative visual storytelling tools for media content creators in broadcast, enterprise, or new media – unlocking the power of a story for all.

Vizrt offers market-defining software-based solutions for real-time 3D graphics, video playout, studio automation, sports analysis, media asset management, and journalist story tools.

Vizrt offers Flexible Access to our workflows, and our platforms integrate with third-party products because we believe in enabling our customers' success, giving them the right tool for the job, and accelerating their creative excellence.

More than three billion people watch stories told by Vizrt customers every day including from media companies such as CNN, CBS, NBC, Fox, BBC, Sky Group, Al Jazeera, NDR, ZDF, Network 18, Tencent, and many more.

CNN CBS sky Tencent ZDF

Learn more at **vizrt.com**