

Leaner production of consistently high-quality content with Viz Mosart studio automation

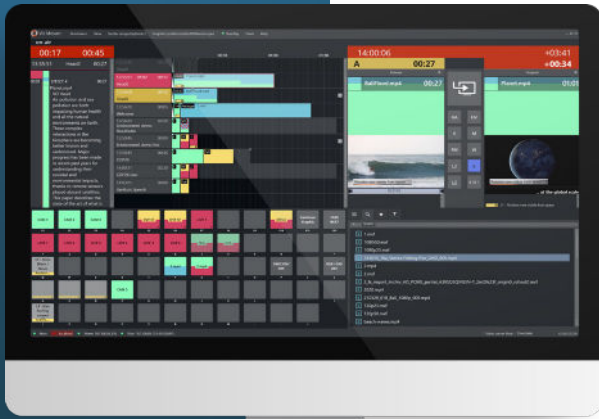


Manually running live and pre-recorded studio productions is a major challenge and risk. Reliant on the skills of multiple individual operators, you risk production errors and inconsistent content quality from show to show, threatening brand assurance and your bottom line.

Viz Mosart streamlines the production process by automating all studio devices, reducing the reliance on operator skill and the number of operators required per production. By enabling studio staff to focus on content creation instead of the technical **elements of production, you help eliminate production mistakes, ensure consistently high show quality, and lower your operational costs** for greater flexibility in news, sports, and other live and pre-recorded productions. By producing more efficiently and with an average of 60% fewer errors, you can also expect a higher output of content from the same studio resources.

\$65K
SAVED PER
STUDIO PER YEAR

*Based on a typical US regional broadcaster



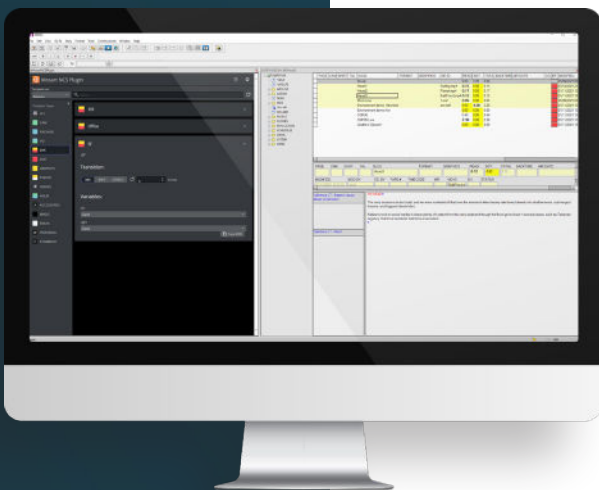
Ensure brand consistency

By removing technical complexities, Viz Mosart helps eliminate mistakes and ensures consistently high content quality. Producers, Directors, and other production staff don't need in-depth device knowledge, so they are able to perform complex operations flawlessly, quickly, and consistently and are able to focus on the creation of great stories. Multiple, complex manual tasks can be easily performed with just one button click, **helping to avoid human error and reducing the number of operators required per production.**



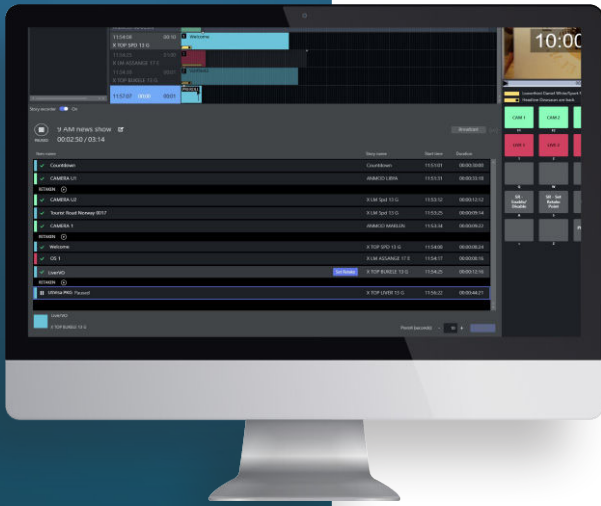
More content. Higher quality. Bigger audience

Grow and delight your audience by **creating and monetizing more content of consistently higher quality** with Viz Mosart. By improving production efficiencies, reducing reliance on individual operator skills, and enabling the sharing of resources between studios, your team can produce more content.



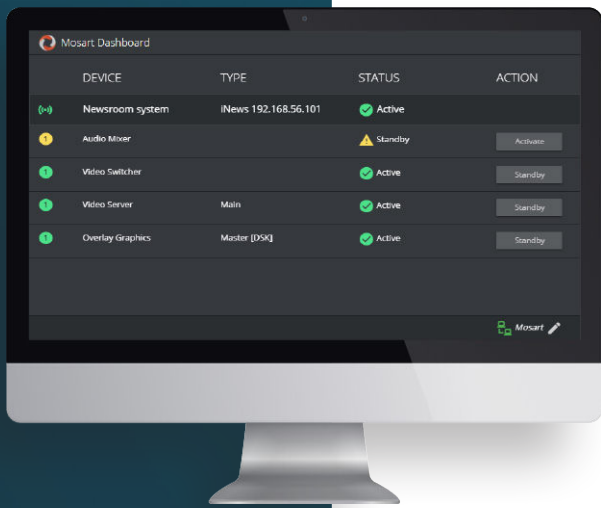
Agile productions

Capable of supporting fully automated, semi-automated, and manually assisted productions including live scripted and unscripted breaking news and pre-recorded content, Viz Mosart is highly configurable to all your studio needs for the most flexible production possible. Managing live changes on the fly and handling breaking news or ad hoc productions effortlessly with the same system, entire live and pre-recorded programs can be run with just a few or a single operator, and even enables presenters to have control of shows using a content-centric interface that **helps users stay focused on presenting the best quality stories.**



Reclaim hundreds of man hours

For pre-recorded shows, Viz Mosart enables easy retakes and automated stitching of the correct segments. Using the Viz Mosart Story Recorder removes the tedious basic editing, halving the time spent in the editing room so Producers, Directors, and Editors can be more productive with other tasks such as show planning or higher quality editing. For a weekday 30-minute show, this can **add up to as much as 900-man hours with a value of \$30,000 saved annually!**



Rapid ROI

Enjoy rapid return on investment without the upfront costs usually associated with new technology investments thanks to Viz Mosart's flexible access model. Produce more content for monetization with the same or fewer resources, reclaim and repurpose hundreds of man hours annually, increase brand assurance through consistent content quality, and tell better stories with manageable and forecastable costs and a low TCO.

Why Viz Mosart?

1

Results oriented:

Consistent high-quality output with low operational costs for rapid ROI and low TCO

2

Reduce errors:

Reduce operational complexity, ensuring less dependency on highly skilled staff for repetitive productions, guaranteeing brand quality and improving the audience experience

3

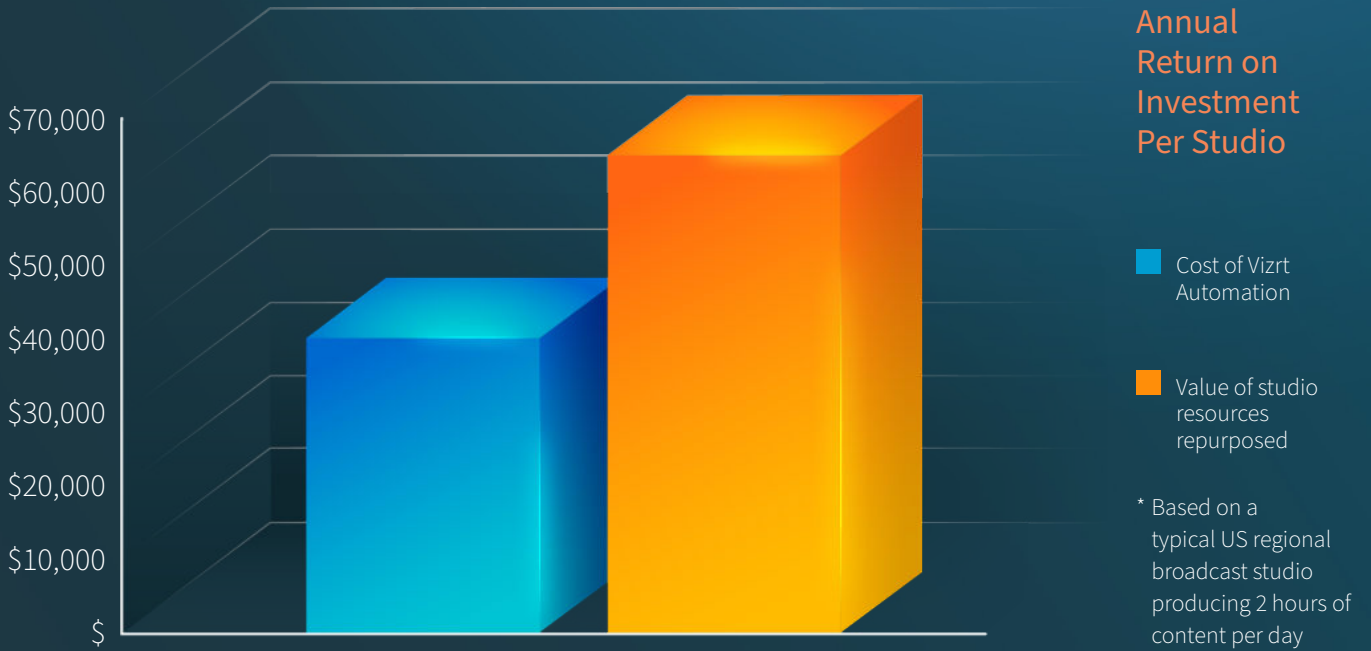
Streamlined operations:

Centralizing and automating studio device control reduces the number of operators required for each production for leaner operating costs and higher efficiencies

Rapid return on investment

Viz Mosart not only helps you protect your brand assurance with higher quality, error-free content - it actually saves you money as well! With a typical US

regional broadcast studio reclaiming over \$65,000 worth of time per year per studio, you can guarantee rapid return on your Vizrt Automation investment.





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.

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

