

NEWTOUCH BRINGS PRECISE CONTROL OVER YOUR CONTENT FOR LIVE BROADCASTS.

NewsTouch

With so much information available on everyone's fingertips, news outlets need to be agile to be the first out of the gate. After all, the most effective outlets deliver the news through a combination of multiple media formats from the traditional to the digital.

As news formats become ever more complex, news teams need to be more in control of the components of their news program—ensuring smooth, fully integrated broadcast and strong engagement with viewers.

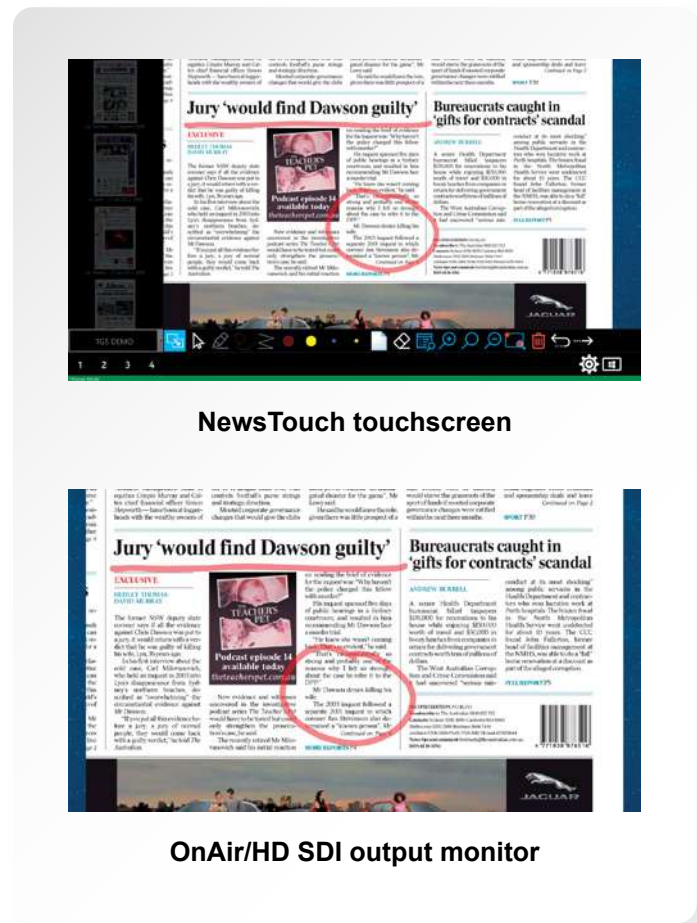
MediaPower's NewsTouch is built to ease the live production of press clippings, web content, as well as recorded and live media files within the studio. A touch-based, multimedia presentation platform for the live broadcasting environment, NewsTouch is the modern newsie's best ally.

Why You Want NewsTouch

- Get full control over your media reporting
- Independence from a production crew
- Enjoy reporting clarity from interactivity during presentations
- Stronger visual impact and engaging content regardless of format

Key Features:

- Intuitive, easy-to-master gesture control
- “No panic” feature restores accidental zoom-ins
- Full HD/4K output on Arkki Transfer and on-air display
- Remote client app for program preparation and preview
- SDI/NDI/IP input/output
- ATEM/VMIX API support

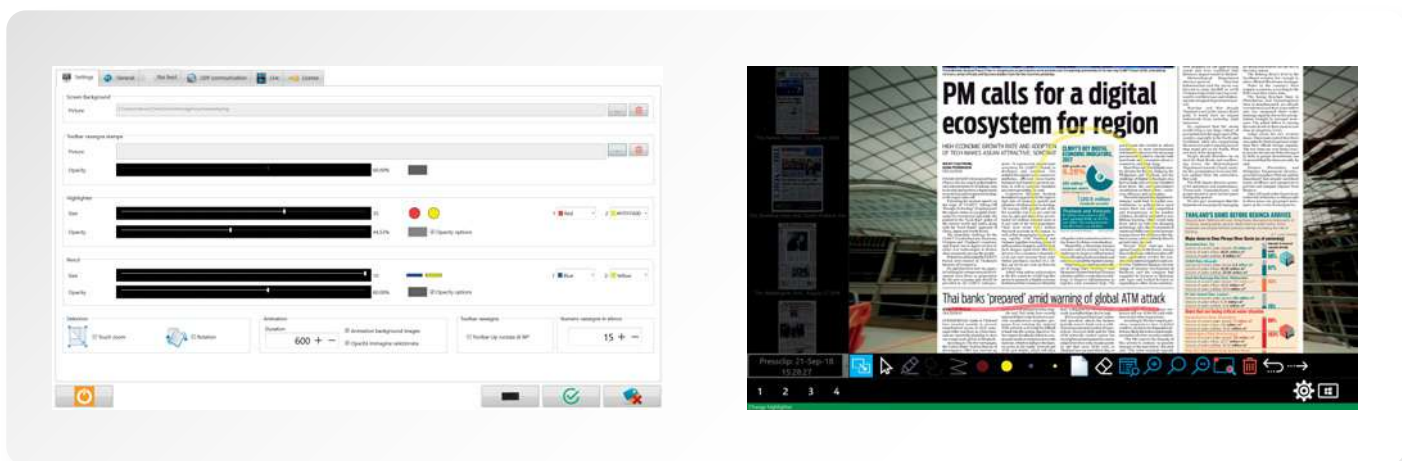


NewsTouch touchscreen

OnAir/HD SDI output monitor

Modern Multitouch Meet Traditional Broadcast

Through natural gestures, you can be in full control of the delivery of the news—simultaneously anchoring and presenting supporting news clippings, videos, and content. Scroll, zoom, and rotate images to emphasize points. Hide buttons as needed and hit that no-panic button to recover quickly from accidental zoom-ins and tilts.

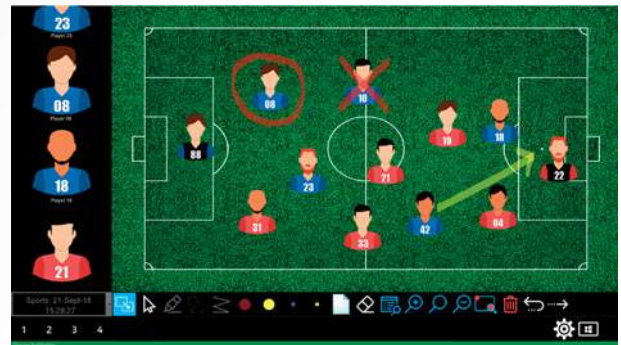


Creative Live Interaction

NewsTouch lets you interact with the content you're presenting in a very creative way. Arrows, shapes, and other markers help you highlight the action easily. Use different pens sizes and colors as well as an easy-to-use eraser function. Perfect for sports and weather presenters who want to showcase the things that matter.

Dynamic Possibilities in High Definition

News, sports, weather, talk shows, and special events can be very exciting and highly dynamic. With NewsTouch? you can take control of live video input coming from affiliate studios or even out on the field. Output on the presenter display and on-air is HD/4K-enabled by default.



How NewsTouch Works:

- Before the live report, your anchor prepares the necessary press clippings and materials—saving them in the NewsTouch gallery.
- During the live report, your anchor can access saved clippings to support their report—they can even access web clippings via a live URL without needing to save them in the gallery.
- For weather reports, you can zoom in and draw on a live map to indicate position and movement of key weather events.
- Going into sports? Use the touchboard functionality to move player icons around to add interactivity to match highlights. Use the pen to illustrate the action as it happens.
- Inside the studio, a program director controls the HD/4K output channel for NewsTouch connected to the Master21 or video router. Switch between live broadcast and NewsTouch gallery easily.



ARKKI SUITE is a collection of cost-effective modular solutions by MediaPower that enables you to produce and deliver digital content.

About MediaPower

MediaPower started in 1993 as a networking and storage and solutions provider for the broadcast industry. Since then, we have pursued multi-disciplinary expertise in IT-based workflows, media management, content acquisition and distribution, and digital transformation. We have a presence 30-countries strong. And we're still growing.

Our suite of services and applications (ARKKI SUITE) enables organizations to produce and deliver digital content across different platforms through Multi-channel video capture and recording, Multi-channel and multi-format digital content distribution, and Digital story-telling presentation systems.

With MediaPower, you leverage over 30 years of experience and industry expertise in integrating and supporting complex play-to-air, video on-demand, media asset management, archiving, sport publication, and other media workflows.



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