



Chyron®
PRIME CLICK EFFECTS®
Unified Venue
Production Control





Single-Seat Control of Venue Displays and Entertainment Devices

Harnessing decades of experience leading in audio and video content delivery for live sports and in-venue entertainment, PRIME Click Effects® offers a single point of control for all entertainment devices in a stadium or arena.

With majority market penetration across the NHL, MLB, NBA, NFL, and NCAA, Click Effects has become a trusted product for some of the biggest names in sports entertainment. Renowned for its centralized, single-click action, Click Effects' fan and brand-building solutions have spearheaded live event productions for venues and arenas worldwide including the Super Bowl, the Stanley Cup, the Cricket World Cup, and more.

Using PRIME Click Effects single-seat control, you can drive exciting content to even the most atypical aspect ratio displays and orchestrate fan-engaging events across your stadium. Trigger real-time graphics, video clips, audio tracks, animations, sponsor ads, lights, fireworks and more via simple point-and-click.

PRIME Click Effects is part of the PRIME Platform, a dynamic, scalable production engine that can power all of your professional-grade production needs. In addition, Chyron's full suite of sports broadcast tools can unlock new opportunities for exciting content that will excite fans and sponsors alike.

Orchestrate an Unforgettable Stadium Experience



SIMPLE GAME DAY OPERATIONS

With PRIME Click Effects®, a single operator can easily control the entire in-venue experience, managing external devices and playing out media to LED displays of any size. With Scheduled Commands, an operator can initiate stunning “Moments of Exclusivity” that trigger device commands and playout across multiple displays in unison.



WORLD-CLASS FAN ENGAGEMENT

Go beyond eye-catching and make your fans part of the in-venue experience. Backed by the powerful graphics engine of the PRIME Platform, Click Effects can utilize advanced data visualization to power predictive gaming integrations, 50/50 raffles, digital and social campaigns, sponsored venue takeovers, and much more!



SPONSOR EVERY MOMENT

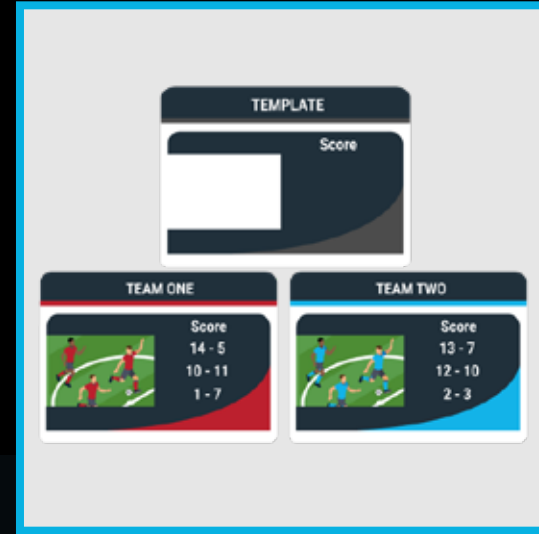
Each and every moment of a game is an opportunity for sponsorship ROI. With the template-based workflow of stunningly animated PRIME graphics, you can rapidly adapt crowd prompts, situational game callouts, replays, and scoreboards to your sponsor's look and branding - and with PRIME Click Effects - it's easy to make them happen at the right place and time.

KEY FEATURES



SINGLE-SEAT CONTROL

PRIME Click Effects® all-encompassing interface provides easy access to content for your editing or playout needs. Offering a single point of control for all entertainment devices in your stadium, PRIME Click Effects operators can get started producing stunning venue-wide events with minimal training - and easily address last-minute changes to content.



FLEXIBLE GRAPHIC DESIGN

PRIME Click Effects extends the powerful CG capabilities of the PRIME Platform to in-venue fan engagement. Create industry-leading 3D animated graphics in PRIME Designer, with all the editing features that top-tier graphic artists expect. PRIME also provides simple tools for binding vital real-time data sources to different elements of your scenes.



DIRECT SCENE CONTROL

Bring the sophisticated look of professional CG graphics to your show without any playout hassle. An included Scene Control Panel supports direct interaction with PRIME CG scenes within the Click Effects user interface. Alter stats, headshots, initiate animations or reskin graphics entirely from a simple control pad that any user can pick up.



MOMENTS OF EXCLUSIVITY

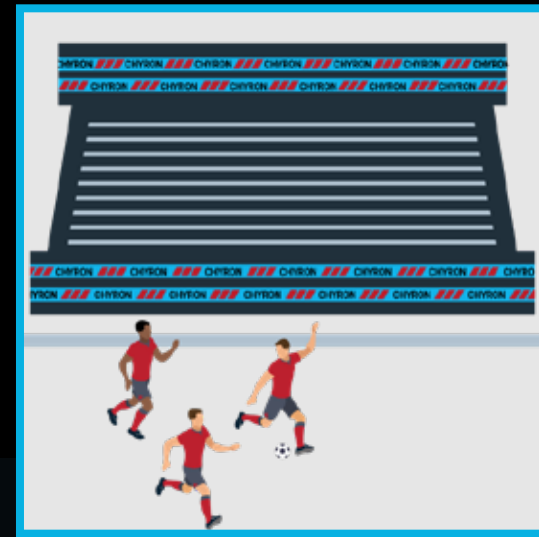
Click Effects' Remotes functionality unifies control of media and external devices to single button commands. In these "Moments of Exclusivity" an operator can trigger an event that lights up multiple displays across the stadium with unique graphics and initiates sequences in stadium fireworks and lighting systems - all in perfect synchronization.

KEY FEATURES



COMBINED SDI + GPU

With combined SDI & GPU playout, PRIME Click Effects® can simultaneously address both SDI & GPU workflows from a single engine. Without the need to purchase multiple redundant systems for in-venue production, PRIME Click Effects clientele enjoy a straightforward workflow and lower total cost of ownership with reduced hardware investment requirements.



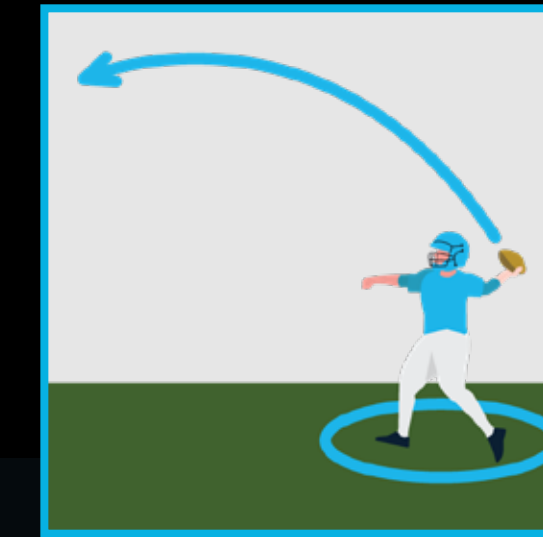
LED DISPLAY ADAPTABILITY

Drive bespoke graphics of custom dimensions with a 4 x 4K-UHD output from a single PRIME engine to multiple LED displays simultaneously. Easily scalable to your needs, PRIME Click Effects supports video in any resolution (HD, UHD-4K) and any format (SDI, GPU, NDI) with very low latency and integrates with any LED processor for pixel-accurate rendering.



AUTOMATED BACKUP

Built for operator peace-of-mind, Backdraft is PRIME Click Effects' fully redundant and automated backup solution that ensures your media files, system settings, and software updates are fully secure. Within an instant, you can backup, synchronize, and update a PRIME Click Effects engine or multiple systems across your network.



SPORTS VENUE ECOSYSTEM

PRIME Click Effects is part of a complete Chyron ecosystem for sports storytelling, fan engagement, and sponsorship. Take sports replay to new heights with dynamic PAINT 3D telestration to highlight the brilliance on display in each match, or utilize Virtual Placement to insert unique perspective-accurate virtual graphics onto footage of the play.

TECHNICAL SPECIFICATIONS

GENERAL

	SDI	GPU	Events (SDI + GPU)
Supported Resolutions	<ul style="list-style-type: none"> 16-bit color, full 10 bit on SDI, 10-bit HDR on SDI, UHD-4K 	<ul style="list-style-type: none"> 16-bit color, 12-bit HDR on Display Port, UHD-4K 	<ul style="list-style-type: none"> 16-bit color, full 10 bit on SDI, 10-bit HDR on SDI, 12-bit HDR on Display Port, UHD-4K
Supported Formats	<ul style="list-style-type: none"> SDI 	<ul style="list-style-type: none"> DisplayPort (GPU) 	<ul style="list-style-type: none"> SDI and DisplayPort (GPU)
Supported Video Inputs / Outputs	<ul style="list-style-type: none"> Up to 8 SDI connections configurable as inputs or outputs 	<ul style="list-style-type: none"> Up to 4 GPU connections 	<ul style="list-style-type: none"> Up to 8 SDI connections and Up to 4 GPU connections
Max Playout Channels	<ul style="list-style-type: none"> Up to 8 outputs (4 outputs of Key + Fill) 	<ul style="list-style-type: none"> Up to 12 outputs 	<ul style="list-style-type: none"> Up to 10 outputs
Audio	<ul style="list-style-type: none"> Default is embedded audio AES inputs (optional) 	<ul style="list-style-type: none"> NVIDIA OUT External audio advised 	<ul style="list-style-type: none"> Default is embedded audio AES inputs (optional)
HDR Support	End-to-end HDR support from canvas design to output (HLG, SLog 3)		
Supported Data Feeds and Connections	XML, JSON, RSS, UDP, HTTP, TCP/IP, COM / Serial Sources Connections to Various Scoreboard Interfaces, Automation (VDCP, AMP, PBUS)		
Genlock	Internal: Free Run Reference in: Bi-Level, Tri-Level from external reference SDI In: Detects the SDI video input signal timecode		
Serial Connections	(2) DB9 RS232 Serial Ports *Two RS232 to RS422 Converters included		
Ethernet Ports	2 x 1G		
Dimensions	H: 3.5 in (89 mm) x W: 17.2 in (437 mm) x D: 24.8 in (630 mm)		

OUR SERVICES

Chyron is known for its end-to-end customer service. We partner with our customers from the initial project design, to project management, training, on-air launch support and postlaunch follow-up.

PROJECT MANAGEMENT AND COMMISSIONING

Project Management and Commissioning are part of the turn-key services that we offer. This ensures your investment is properly installed from Day One by a certified Chyron representative.

EXTENDED WARRANTIES

Finally, all Chyron products come with a One (1) year factory-backed warranty (parts, labor & software upgrades). Extended Warranties on all your purchases can be added at any time for an annual fee. Please contact our sales professionals.

DESIGN AND OPERATION TRAINING

We offer Design and Operation training, either in your facility or via our on-line web portal. Our expert trainers can teach your staff the most efficient way to create and deliver stunning content for your productions.

ABOUT US

Chyron is ushering in the next generation of storytelling in the digital age. Founded in 1966, the company pioneered broadcast titling and graphics systems. With a strong foundation built on over 50 years of innovation and efficiency, the name Chyron is synonymous with broadcast graphics. Chyron continues that legacy as a global leader focused on customer-centric broadcast solutions. Today, the company offers production professionals the industry's most comprehensive software portfolio for designing, sharing, and playing live graphics to air with ease. Chyron products are increasingly deployed to empower OTA & OTT workflows and deliver richer, more immersive experiences for audiences and sports fans in the arena, at home, or on the go.

CONTACT SALES

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