



## CHANNEL BRANDING WAS NEVER SO AFFORDABLE

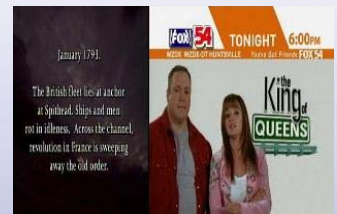
- **ROI PAYBACK IN MONTHS.** Even in small markets this is realistic. **Do the math !**
- **DRIVE NEW REVENUE streams.** Buyers use Direct Mail budgets for Television when they see the increases in web site traffic and Direct Response calls that TV Snypes produce
- **INCREASE PROMOTION** activity without consuming Advertising Inventory
- **LOWER PRODUCTION COSTS.** No **Pre-production** is needed because the original full screen size Promo is Squeezed in real time, along with automatic **Audio ducking**
- **BUILT IN:** Character Generator, Audio and Video Switchers/ Mixers, Dual Channel DVE, multi-layer keyers, **Voice Over processor, time & temperature, Auto By-pass.**
- **EASY TO USE.** “hot buttons” for Station ID’s, Time/Temp, PSA’s, “Stand by” Clips etc.
- **CODECS:** DVCPRO 50/100, XDCAMHD, MPEG-2. Supported File formats, AVI and MOV



Advertising Snype



Promo Snype



DVE Squeeze of Credits & Promo



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