



Bringing broadcast news into the digital age

Most Americans still get their news from broadcast TV, but online news sources continue to pressure the more established competition. Online news consumption is growing across demographics, but it's particularly popular in the all-important younger demographic.

TV broadcasters want to engage with viewers on their terms. To do that, they need new approaches that merge broadcast and online content. They need tools to create compelling interactive programming in a way that's interesting to the audience at home, and user-friendly and reliable to the people using it in the studio.

When a news station in a large metropolitan area wanted to solve these problems, it turned to the Microsoft Surface Hub and established partner Teknikos.



Using Surface Hub and SHARE software, broadcasters can create powerful news stories blending images and video that can be easily incorporated into a standard newscast segment.

Solution overview

Teknikos developed an integrated solution that brings the best parts of Surface Hub to life, customized for a broadcast environment. Surface Hub On-Air Reporting Environment (SHARE) combines physical enhancements to Surface Hub with innovative software tailored to the fast-paced broadcast environment—simplifying the workflow for the entire organization.

New tools, new stories

SHARE leverages Surface Hub as a large format on-air delivery platform. SHARE content is managed by producers in the control room and can be distributed to any affiliate. Images, videos, and maps are delivered in a single application experience to tell a cohesive, digital news story. Presentations are configured with the SHARE management tool, which is integrated into industry-standard tools and workflows, and

delivered on-air through an intuitive, camera-ready front end, complete with telestration, direct manipulation, and navigation tools. Control room system integration allows SHARE presentations to be scheduled and administered by producers as a standard newscast segment.

Work at the speed of breaking news

A newsroom is a complex, high-stakes environment where juggling tight deadlines and multiple devices is the norm. Teknikos designed SHARE specifically to address these challenges. Because SHARE works across all Surface Hub and Windows devices, talent and producers can collaborate more fluidly.

By removing barriers for people on both sides of the camera with an intuitive presentation-builder, SHARE with Surface Hub gives broadcasters a better on-air experience, and the freedom to create broadcasts that are relevant to the evolving demands of their viewers.

For more information, please contact sales@teknikos.com

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