



## Traco GFX

### Avid x Vizrt

Traco GFX integrates Viz Pilot, by Vizrt - a powerful template-based graphics system for journalists on Avid MediaCentral | Cloud UX, allowing for your terrific graphic to be quickly distributed to live broadcasts or social channels.

With Traco GFX you can quickly create professional grade, visually impactful news reports, anywhere, anytime.

### Application features:

#### Broadcast

With Traco GFX, you can react instantly to current events and provide up to the minute news. Viz Pilot template integration gives you full access to a wide range of graphic captions, tables and animations, which can be added to your report and adjusted on the timeline with ease. All you need is a computer, laptop or tablet with web browser to create end-to-end reports from anywhere.

#### Social media

One of the reasons we developed Traco GFX is to offer fast and flexible news reporting to audiences live, via the web and social platforms. Our integrated Cloud UX player allows you to preview news reports with graphics before distributing to your chosen platform.

#### Accessibility

Traco GFX makes it easy to add audio descriptions and insert multiple layers of closed captions into your news reports, ensuring that your content is fully accessible and available to global audiences. What's more, Traco GFX can be combined with Traco AI which recognizes faces, making graphic captions far more sophisticated than ever.

#### Demo video Traco GFX

<https://youtu.be/HHDA1pPKapA>

## **Sales and Support**

**Need more info?**

**Contact us anytime.**

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