

Traco GFX Bundle Overview

Each deployment includes full installation and native integration with Avid MediaCentral | Cloud UX, enabling broadcast graphics creation, editing and playout control directly inside the newsroom environment, without disrupting existing editorial workflows.



Graphics Integration Layer

(Vizrt Viz Pilot Edge, Chyron Camio / Luci Integration)

Traco GFX integrates professional broadcast graphics systems directly into Avid MediaCentral | Cloud UX, allowing journalists and editors to access templates, edit graphic data and place graphics directly into stories and video timelines. Graphics become part of the editorial workflow rather than a separate production step.

Operational impact:

- Graphics created and controlled directly inside newsroom workflow
- No switching between newsroom and graphics systems
- Reduced dependency on dedicated graphics operators
- Faster turnaround for news production

Timeline-Based Graphics Workflow

Graphics can be inserted directly into video sequences and synchronized with timeline markers. Timing automatically follows editorial changes, ensuring precise playout during live broadcast.

Operational impact:

- Frame-accurate synchronization with video content
- Automatic adjustment of graphics timing during edits
- Reliable playout in live production environments
- Reduced manual timing errors

MOS Automation Integration

(Avid iNews, Octopus NRCS)

Through MOS integration, graphics become part of the newsroom rundown and can be automatically triggered during live broadcasts.

Operational impact:

- Graphics embedded directly in newsroom rundowns
- Automated playout during live production
- Consistent on-air execution
- Reduced operational complexity in control rooms

Integrated Graphics Production

Journalists and editors can browse templates, edit data fields, preview graphics and place them directly into stories without leaving MediaCentral.

Operational impact:

- End-to-end graphics production inside one interface
- Immediate preview within editorial environment
- Faster story assembly
- Improved collaboration between editorial and production teams

Content Rendering and Distribution

(Traco MediaRenderer & MediaDistributor)

Graphics can be rendered directly into video content and distributed across multiple platforms from a single workflow.

Operational impact:

- Unified publishing workflow for broadcast and digital
- Automated rendering and transcoding
- Distribution to playout servers, web and social platforms
- Reduced duplication of production steps

Remote Newsroom Capability

(Cloud UX Browser-Based Environment)

Traco GFX operates within a web-based MediaCentral environment, enabling full graphics production from any location.

Operational impact:

- Remote and distributed newsroom workflows
- No dependency on physical production infrastructure
- Faster response in breaking news situations
- Scalable production across teams and locations

Accessibility and Metadata Integration

(Traco AI Ecosystem Integration)

Traco GFX integrates with Traco AI to support captioning workflows, metadata generation and enriched content production.

Operational impact:

- Enhanced accessibility through caption workflows
- Improved metadata for search and archive
- Enriched storytelling across platforms
- Alignment between graphics and AI-driven content processing

Platform Components Included

Cloud UX Connector

Native integration with Avid MediaCentral | Cloud UX, exposing graphics workflows directly within the editorial interface.

Infrastructure value:

- No disruption to existing workflows
- Native editorial experience
- Immediate adoption by newsroom teams
- Faster content production cycles

Installation

Professional deployment including system configuration, graphics system integration, newsroom connectivity and validation.

Infrastructure value:

- Turnkey deployment model
- Reduced integration complexity
- Optimized performance in production environments

1-Year Support

Includes technical support, updates and consultation to ensure stable operation.

Infrastructure value:

- Operational reliability
- Continuous system optimization
- Direct access to Traco expertise

Use Case Overview

Breaking News Production

Graphics can be created and inserted directly into stories within seconds, enabling immediate response to developing events.

Live Broadcast Execution

Graphics embedded in rundowns are automatically triggered during live production, ensuring precise and consistent playout.

Multi-Platform Publishing

Stories enriched with graphics can be rendered and distributed simultaneously to broadcast, web and social platforms.

Remote Newsroom Operations

Journalists can produce graphics-enabled stories from any location using a browser-based interface.