



G²UI is an integrated suite of applications, developed and produced by Creative Affinities Inc. to provide unifying enterprise-wide benefits while managing particular non-program events.

The significant benefits of G²UI's distributed workflows truly range across the whole media enterprise, including Programming, Traffic, Commercial Sales, On-Air Promotions, Graphics Production, and Master Control Operations.

The events managed by G²UI naturally include typical promo graphics but go beyond similar systems from graphics manufacturers, since a single G²UI system can use many graphic platforms/brands, to leverage the most effective system for each channel's budget. As well, G²UI does perform the final generation of a fully consolidated playlist for each facility's playout automation system, but it is substantially more than an automation "translator", since its event-insertion can be easily managed/revised by non-technical staff.

G²UI's standard web browser interface enables authorized users access via the corporate WAN, even remotely.



Detailed user-rights management controls permission to view / change G²UI information.

The G²UI system provides a direct link to relevant program and asset data typically maintained in the facility's scheduling/traffic and playout automation systems, regarding all program segments and interstitials.

Start Time	Start Offset	Duration	Stream/Device	Asset ID	Seg	Content Title	Event Content	Media Type	Prog Title
19:59:33.00		00:00:26.08	Stream 1	917068	11	SEGMENT #11 END CREDITS/3&R	Primary V-DATA a-DATA	PGM-SEG	THE YOUNG AND THE RESTLESS
	00:00:00.00	00:00:15.00	G2Used SwitcherVO			Non-Ruled VOC SUN NIGHT MOVIE(SUN@10P)	171763	Confirmed	
	00:00:01.00	00:00:13.00	G2Used DigiCartA			Non-Ruled VOC SUN NIGHT MOVIE(SUN@10P)	138869	Confirmed	
	00:00:24.08	00:00:00.15	G2Used Clarity			Clear Clarity Gfx		Confirmed	
19:59:33.00						VOC SUN NIGHT MOVIE(SUN@10P)	Note		THE YOUNG AND THE RESTLESS
19:59:59.00		00:00:01.00	Stream 1	BLACK	BLACK	TV-PG-V CC-15	Primary v-BLK a-BLK	BLK	THE YOUNG AND THE RESTLESS
20:00:00.00						ALL MY CHILDREN	Note		ALL MY CHILDREN
20:00:00.00						ALL MY CHILDREN	Note		ALL MY CHILDREN
20:00:00.00		00:06:24.09	Stream 1	917073	1	MAIN TSEG#1/ALL MY CHILDREN	Primary V-DATA a-DATA	PGM-SEG	ALL MY CHILDREN
	00:00:00.01	00:00:15.00	G2Used LogoMotionA			Visual Rating Large	1:106	Confirmed	
	00:00:00.02	00:00:14.29	G2Used LogoMotionA			Visual CC	2:100	Confirmed	
	00:00:16.00	00:00:25.00	G2Used Clarity			Promo Current and Next Show		Confirmed	
	00:01:00.00	00:00:20.00	G2Used Clarity					Confirmed	
20:06:24.00		00:04:16.22	Stream 1	91		Rule: G2Used Clarity Now/next Condition: PGM-SEG first Priority: 4 Offset: 00:00:16.00 - BS Template Page: 486 Stuffed Page: 5029 Field Content: 103 All My Children 200 9:00PM 203 One Life to Live	Primary V-DATA a-DATA	PGM-SEG	ALL MY CHILDREN
20:10:41.00		00:00:05.00	Stream 1	SY				PRO	ALL MY CHILDREN
20:10:46.00		00:00:30.00	Stream 1	SP				PRO	ALL MY CHILDREN
20:11:16.00		00:00:15.00	Stream 1	SP				PRO	ALL MY CHILDREN
20:11:31.00								CM	ALL MY CHILDREN
20:11:31.00		00:00:15.00	Stream 1	C1				CM	ALL MY CHILDREN
20:11:46.00		00:00:15.00	Stream 1	C2				CM	ALL MY CHILDREN
20:12:01.00		00:00:59.28	Stream 1	C16104		SEPRACOR/SEPR/SEPRACOR	Primary V-DATA a-DATA	CM	ALL MY CHILDREN

G²UI also maintains its own metadata related to programs and media assets. A broadcaster's proprietary metadata (contrasted with globally-standardized data) is a valuable tool for distinguishing its media presentation and directing it to specific target demographics.

The separation of G²UI-specific data from the scheduling system frees the Traffic department to focus on billing & reporting functions, rather than on promotional tasks.

Comprehensive schedule information is displayed in a consolidated vertical playlist, with easily accessible data about programs, assets, G²UI events, ...

Non-traffic "graphic" events are managed by flexible and powerful mechanisms within G²UI for both repetitive rule-based events and selected custom events.



Paste Independent Paste Linked Duplicate for Linked Channel: Yes No

Graphics Information
Template Page: 536 three-line yellow generic 00:00:09.26

Field Content

Field No.	Contents for OnAir
1	"Joe Jobs" - New Series
2	Premieres Next Tues 8:30pm
3	on XYZ Channel



- G²UI provides the most complete toolset for automating graphics:
- display of graphic images when supported by graphic device(s)
 - auto-creation, based on an extremely versatile selection of data
 - auto-scheduling, based on an easily modifiable set of rules
 - quick manual inserts for customized scheduling
 - copy/paste functionality for multiple insertions of similar events
 - editing of any variable component of a scheduled graphic
 - ability to confirm/suppress any scheduled graphic
 - unicode support for international character sets

Optional features/modules include:

- Text4Air authorization and playout bridge for interactive content (web, SMS, ...)
- interfaces for events delivered by "non-graphic" devices
- media-viewer linked to the G²UI schedule
- user reports extracting G²UI data with flexible choices
- web-based presentation of an active on-air playlist
- coordination with BXF-enabled Traffic+Automation systems
- ...

