

## **Autocue's QScript receives prestigious innovation award**

London, UK: QScript, the revolutionary newsroom product from Autocue, has been named as the top Innovative Application in the Royal Television Society's Technical Innovation Awards for 2003.

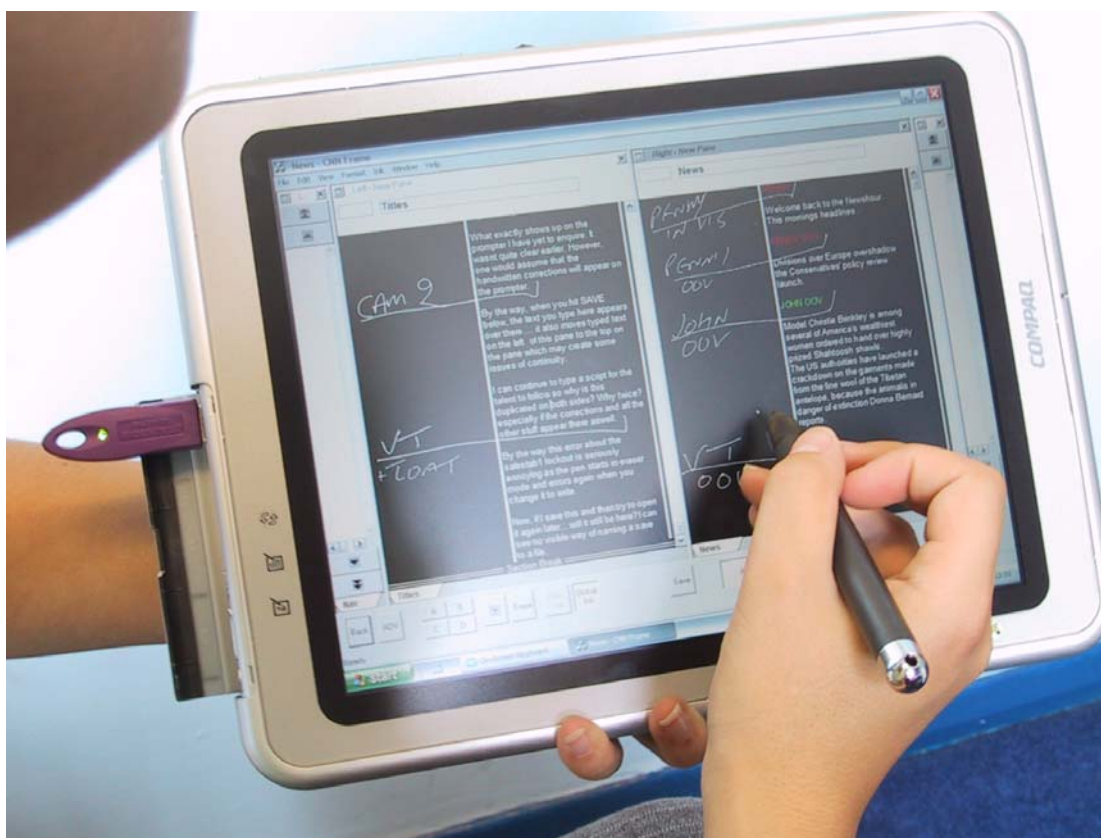
QScript, initially designed by Autocue for CNN in Atlanta, is a control-room automation system which provides major new benefits to technical staff such as directors and vision-mixers.

In many if not most news broadcasters, control-room staff still work off paper, since it provides what workstation-based systems do not: extremely rapid (and simultaneous) access to multiple script pages without having to manipulate a keyboard or mouse; and the ability to mark up scripts with a pen for emphasis and highlighting. But using paper scripts, although convenient, effectively cuts the control-room off from last-minute script and running-order changes, which must still be processed by hand.

QScript provides the answer. Firstly, it integrates with any of the major newsroom computer systems (including Autocue's own QNews) and mirrors the creation and updating of scripts and running orders in real time. A simple-to-use touch screen interface shows multiple script pages and provides very rapid navigation. Secondly, annotations can be made to scripts by hand using "digital ink." These can be shared between users, and also shown on the prompter output. And the system is constantly "in sync" with the editorial decisions being made in the central newsroom system.

Chris Daubney, the RTS's Technology Committee chairman, says "Autocue impressed the judges by the way in which QScript applies leading-edge technology to a specific operational problem. It's an elegant and ingenious solution which delivers real benefits to its users. We also recognize that QScript will be applicable in many of the more general areas of programme production."

"We're delighted that the RTS has recognized QScript in this way," says Tom Wragg, Autocue's Director of Product Management. "It's a testament to the good relationship we have with our customer CNN, and also to the inventiveness of Autocue's engineers. It's also worth noting that QScript can extend well beyond the control-room: it embodies many other areas of Autocue's expertise, and at its full extent can add prompting, subtitling, media management and automation, in any combination, to any newsroom system and indeed to many other areas of speech-based programming."



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### About Autocue Systems, Inc.:

Autocue Systems Inc., an integrated solutions provider to broadcasters, is a subsidiary of the Autocue Group, the trans-national prompting, automation and broadcast technology company. It also owns QTV, providing prompting hardware, software and services from offices in New York and Los Angeles.

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