

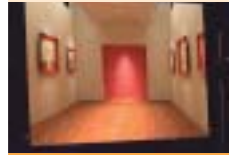
# Autocue



When a presenter features within a chroma key production this often necessitates the use of teleprompting - providing a continuous scrolling prompt of the programme script.

The emergence of Chromatte, created the need to use the camera mounted LiteRing required for Chromatte, together with a teleprompting device. As the World's leading manufacturer and supplier of prompting devices, Autocue were the perfect partner to create a solution!

# Autocue



## A virtual solution with real benefits!

Teleprompting is an important and well established tool used in television, video and live event production.

The ability to provide presenters with a scrolling continuous prompt is often an essential element of live news, sport and entertainment programming - where the volume and content of the information is impossible to remember.

In these same areas of programming producers are making increased use of chroma key and virtual set techniques - allowing for greater creativity in programme backdrops and digital video effects.

**The challenge:** With Chromatte fast becoming the first choice for chroma key production this created a challenge! The retro-reflective properties of the fabric rely on the source light emitted from the camera mounted LiteRing.

This LiteRing around the camera lens precluded the use of an Autocue device, that conventionally places a mirrored sheet of glass at an angle over the lens. Recognising the importance and creative opportunities of using Chromatte together

with a LiteRing and teleprompting device, Reflecmedia and Autocue combined to develop a solution.

**Autocue:** In addition to being the company name, Autocue has become the generic dictionary listed term for teleprompting.

The company, established in 1955, supplies more than 75% of the World's broadcast teleprompting solutions, in more than 100 countries.

**The solution:** Autocue's standard teleprompting solution has changed! Not only can the product be used conventionally (with the mirrored glass and hood over the lens), but it can now be used along with Reflecmedia's LiteRing.

The adaptation and evolution of Autocue's product has provided two major benefits: The flat display panel, normally used to project the words on to the mirrored glass, can now simply be turned over and situated on the specially designed bracket above the lens. In minutes the system is ready to use with a LiteRing.

With the display panel directly above the camera lens the viewer can detect no change in eyeline when a presenter is at a regular distance of 2-3m (8') from the camera.

In addition to its use as a script prompt the display panel can be used as a camera mounted monitor providing an enormous benefit in virtual set production. Typically a presenter has had to look at a monitor away from the camera, to establish their position in the set.

Now the presenter can maintain their eyeline with the camera and see themselves, and the otherwise invisible set, in a composite feed through the monitor!

**Partnership:** Reflecmedia and Autocue are committed to the development of further prompting solutions, keeping pace with technology and our customers creative needs.

For further information contact Reflecmedia or visit:  
[www.reflecmedia.com/autocue](http://www.reflecmedia.com/autocue)

**Autocue**