



Chyron at a Glance

Exchange:	NasdaqGM
Ticker:	CHYR
Price:	\$1.94 (06/18/10)
Market Cap:	\$30.93 million
52 Week High:	\$2.80
52 Week Low:	\$1.10
Shares outstanding:	15.91 million
Fiscal year end:	December 31

Investment Highlights

- ▣ One of the most recognized brands in TV with the broadest suite of graphics tools.
- ▣ First mover advantage with its Axis Software as a Service (SaaS) offering -- broadcast graphics created in 'the cloud.'
 - Addresses accretive markets within broadcast, e.g. Mobile TV and channel branding.
- ▣ Significant untapped market opportunity.
 - Market potential for broadcast graphics systems estimated to be \$200 million annually.
 - Potential for online content creation and workflow services is \$2 billion+ annually, including on air, online and digital signage, as well as graphics, editing and format conversion.
- ▣ First to provide 3D graphics for real time sports coverage in 3D stereoscopic TV.
- ▣ Significant cross selling opportunities between systems and services customers.
- ▣ Gross margin expansion as value proposition becomes increasingly services-centric.

Recent Developments

- ▣ Apr 12, 2010 - Supplies Graphics Systems and Workflow for New Sky Sports News Facility
- ▣ Mar 15, 2010 - Partnership with NeuroTV for Virtual Set Technology
- ▣ Mar 11, 2010 – Q4 Financial Results
- ▣ Mar 11, 2010 - Expands Board of Directors with the Election of Susan Clark-Johnson
- ▣ Feb 26, 2010 - Provides HYPERX3 Graphic Systems for NBC's Winter Olympics
- ▣ Feb 10, 2010 - Appoints Regional Sales Manager for Latin and South America

Clients Include



About Us

Chyron is...

THE leader in providing workflow solutions for graphics management from creation to display

As the leading cloud service provider (CSP) in the creative space Chyron is creating new standards by offering a complete solution from cloud - based services to on-premise systems. The Company's vertical offerings address many of the trends impacting media today: lower ad spending, fewer resources and the need to do more with less.

The Company is an award-winning supplier of graphics hardware, software and other services. Chyron's products are used by almost 60% of broadcasters to display news titles, animated news flashes, sports scores, weather information, election results, stock quotes and programming notes. Chyron develops, markets, manufactures, and supports both hardware and software products that enhance live and pre-recorded audio and video presentations.

Chyron's on-premise systems solutions service key needs in emerging TV markets such as the emergence of 3D television and the migration to HDTV. Chyron's cloud-based services put more power and capability directly into the hands of those in the newsroom and editing room that can use them the most. This new, low cost, disruptive model is crucial in today's changed media landscape. Chyron's clients are coping with decreased spending on ads, more outlets to compete with and fewer resources on hand.

Products And Services

- ▣ **Axis Graphics** - Chyron's AXIS Graphics is the proven leader in on-demand graphics production. At its core AXIS is all about ease of use allowing everyone from reporters to production assistants to news producers, making graphics production far more efficient, with the added benefit of journalists and news producers retaining direct control of content and the ability to enhance any graphic look. Chyron solutions combine award-winning functionality, proven integration and point-and-click customization.

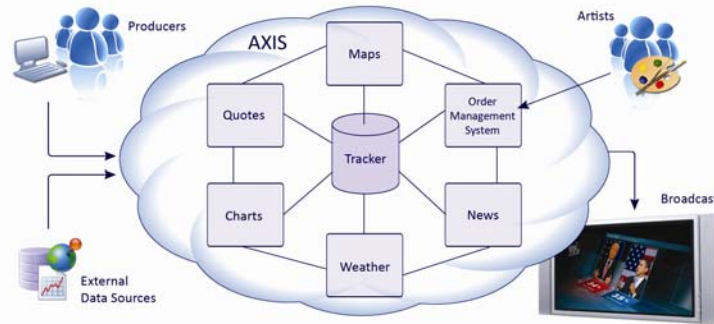


- ▣ **Graphics Systems** - Led by the latest and most powerful graphics system in the product line, HyperX³ with Lyric[®] PRO advanced graphics creation/playout application, winner of the TV Technology Star 2006 Superior Technology Award and the Television Broadcast Top Innovation Award 2006, Chyron continually sets the standard for news, sports and entertainment broadcast graphics.



Graphic Asset Management

Chyron offers unsurpassed Graphic Asset Management solutions for newsrooms which depend on speed, accuracy and unprecedented control of the look and content of news graphics.



Cloud Computing = Centralization, Collaboration and Content Sharing

Growth Strategy

Chyron has successfully attracted a number of early adopter broadcast groups to transition to AXIS Graphics. Many of these have also chosen to standardize on Chyron Graphics Systems. The short term growth strategy is threefold: 1) Capitalize on first mover advantage and the growing popularity of digital, high definition and online media; 2) Cross sell AXIS to Chyron's large existing customer base, and; 3) Use the recession and the ROI gains inherent in AXIS to gain market share for the Company's On Air graphics systems. In the longer-term, Chyron intends to develop content and applications partnerships to address new revenue opportunities that drive change to traditional content production workflow models.

Financial Highlights:

CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS (Unaudited)
(In thousands, except per share amounts)

	Year Ended December 31,	
	2009	2008
Product Sales	\$20,807	\$30,654
Service Sales	4,807	3,683
Total sales	25,614	34,337
Gross profit	17,597	23,988
Operating expenses:		
Selling, general and administrative	14,031	16,437
Research and development	7,118	6,307
Total operating expenses	21,149	22,744
Operating income (loss)	(3,552)	1,244
Interest and other income (expense), net	(103)	(36)
Income (loss) before taxes	(3,655)	1,208
Income tax (expense) benefit, net	538	16,607
Net income (loss)	\$(3,117)	\$17,815
Net income (loss) per common share -		
Basic	(\$0.20)	\$1.14
Diluted	(\$0.20)	\$1.08
Weighted average number of common and common equivalent shares outstanding:		
Basic	15,765	15,590
Diluted	15,765	16,517

Senior Management

Michael I. Wellesley-Wesley, President and Chief Executive Officer

Jerry Kieliszak, Senior Vice President and Chief Financial Officer

Kevin Prince, Senior Vice President and Chief Operating Officer

Company

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Safe-Harbor Statement

The information in this document may include forward-looking statements. All statements, other than statements of historical facts, which address activities, events or developments that the Company expects or anticipates will or may occur in the future, are forward-looking statements. These statements are subject to risks and uncertainties, which could cause actual results and developments to differ materially from these statements. A complete discussion of these risks and uncertainties is contained in the Company's reports and documents filed from time to time with the Securities and Exchange Commission.