



Chyron Corporation  
 (Nasdaq: CHYR)  
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The Company The Whole World Watches

Corporate Fact Sheet



## Company Profile

Chyron develops, markets, manufactures, and supports both hardware and software products that enhance live and pre-recorded audio and video content. Chyron's products are sold in over 30 countries to prominent customers such as NBC, ABC Network News, Fox, Gannett, Sinclair, Turner Networks, France and Germany national broadcasters, Sky (UK). Chyron is one of the most recognized brands in television with thousands of active systems worldwide and its products are used by almost 40% of U.S. broadcasters to display news titles, animated news flashes, sports scores, weather information, election results, stock quotes and programming notes.



As a 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. Chyron's on-premise systems solutions address key needs in emerging T.V. 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.



## Second Quarter and First Six Months 2012 Financial Summary

- Total revenues of \$7.7 million for the second quarter of 2012 as compared to \$9.4 million for the prior year's second quarter and \$7.9 million for the first quarter of this year;
- Operating loss of \$1.1 million for the second quarter, as compared to an operating profit of \$0.2 million for the prior year's second quarter and an operating loss of \$1.1 million for the first quarter of this year;
- Net loss of \$0.6 million for the second quarter, as compared to net income of \$0.1 million for the prior year's second quarter and a net loss of \$1.0 million for the first quarter of this year;
- Revenues of \$15.6 million for the first six months of this year as compared to \$16.0 million for the comparable prior year period;
- Operating loss of \$2.2 million for the first six months of this year as compared to an operating loss of \$0.6 million for the comparable prior year period;
- Net loss of \$1.6 million for the first six months of this year as compared to a net loss of \$0.4 million for the comparable prior year period.



## Market Summary as of 08/21/2012

Stock Price:	\$1.10		
52-Week Range:	\$0.80 - \$2.15		
Market Cap:	\$18.71M	Shares Outstanding:	17.01M
Fiscal Year End:	Dec 31	Float:	10.17M

## Products and Services

**Axis World Graphics** - Axis World Graphics is the world's only cloud-based graphics creation system. Axis World Graphics simplifies, streamlines, and facilitates the graphics creation process, enabling reporters, production assistants, and news producers to create broadcast-quality graphics using their own graphics package. Integrating with the broadcaster's existing workflow or Chyron's BlueNet™ workflow, Axis World Graphics combines award-winning technology and functionality, proven integration, and point-and-click customization.

**Graphics Systems** - Led by the latest and most powerful graphics system in the product line, HyperX3.1 with Lyric® PRO 8 advanced graphics creation/playout application, winner of the Digital Studio 2011 Innovation of the Year Award, Chyron continually sets the standard for news, sports and entertainment broadcast graphics.

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

## The 2nd Screen

TV viewers are increasingly using a "2nd screen", such as a smart phone, a tablet or a laptop, to enhance the viewing experience from their TV, or the 1st Screen. Reality shows and sports are prime examples where viewers increasingly look to further participate in the entertainment experience showcased on the 1st screen.

Big events like The Super Bowl, World Cup Soccer, the Oscars, the Emmys, the Summer and Winter Olympics, and local and national elections worldwide, will present significant opportunities for 2nd screen content. Chyron technology provides the necessary graphics elements and components to create the rich

2nd screen environment that will expand and hold audiences for extended periods of time, and allow broadcasters to retain advertising revenue.

## Management

*Michael Wellesley-Wesley*  
*President and Chief Executive Officer*

Michael I. Wellesley-Wesley is the Company's President and Chief Executive Officer, a position he has held since February 2003. Prior to this, he served as a consultant to the Company from July 2001. He formerly held the position of Chairman of the Board of Directors of the Company through February 2002 and previously served as Chief Executive Officer of the Company from July 1995 through June 1997.

*Jerry Kieliszak*  
*Senior Vice President and Chief Financial Officer*

Jerry Kieliszak is Senior Vice President, Chief Financial Officer, Treasurer and Secretary, reporting to Mr. Wellesley-Wesley. Mr. Kieliszak has served as Chyron's Senior Vice President, Chief Financial Officer and Treasurer since joining the Company in March 2002, and was named Secretary by the Board of Directors in May 2008. He is responsible for the Company's finance, investor relations, legal, human resources and information technology areas.



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

	Six Months Ended June 30,	
	<u>2012</u>	<u>2011</u>
Product revenues	\$11,573	\$ 12,464
Service revenues	<u>3,988</u>	<u>3,546</u>
Total revenues	15,561	16,010
Gross profit	10,861	11,172
Operating expenses:		
Selling, general and administrative	9,164	8,557
Research and development	<u>3,860</u>	<u>3,263</u>
Total operating expenses	<u>13,024</u>	<u>11,820</u>
Operating income (loss)	(2,163)	(648)
Interest and other income (expense), net	<u>(15)</u>	<u>13</u>
Income (loss) before taxes	(2,178)	(635)
Income tax benefit (expense), net	<u>597</u>	<u>282</u>
Net income (loss)	<u>\$ (1,581)</u>	<u>\$ (353)</u>
Net income (loss) per common share -		
Basic	\$(0.09)	\$(0.02)
Diluted	\$(0.09)	\$(0.02)
Weighted average number of common and common equivalent shares outstanding:		
Basic	16,852	16,325
Diluted	16,852	16,325

**CONDENSED CONSOLIDATED BALANCE SHEETS**  
**(Unaudited)**  
(in thousands)

	Jun. 30, <u>2012</u>	Dec. 31, <u>2011</u>
Assets:		
Cash and cash equivalents	\$ 2,756	\$ 4,216
Accounts receivable, net	5,629	5,727
Inventories, net	2,021	2,132
Deferred taxes	2,590	2,508
Other current assets	<u>862</u>	<u>792</u>
Total current assets	13,858	15,375
Deferred taxes	16,532	15,994
Goodwill and intangible assets, net	2,674	2,724
Other non-current assets	<u>1,674</u>	<u>1,713</u>
Total assets	<u>\$34,738</u>	<u>\$35,806</u>
Liabilities and shareholders' equity:		
Current liabilities	\$ 7,680	\$ 8,006
Non-current liabilities	<u>3,984</u>	<u>3,758</u>
Total liabilities	<u>11,664</u>	<u>11,764</u>
Shareholders' equity	<u>23,074</u>	<u>24,042</u>
Total liabilities & shareholders' equity	<u>\$34,738</u>	<u>\$35,806</u>



**Company Contacts:**

Michael Wellesley-Wesley  
President & Chief Executive Officer

Jerry Kieliszak  
Senior Vice President and Chief Financial Officer

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**LYTHAM**  
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