



June 1, 2012

Chyron Offering One-on-One Demonstrations at Expo Cine, Video, y Television (Telemundo) 2012

MELVILLE, N.Y. - June 1, 2012 - Chyron's Vice President of Latin American Sales, Aldo Campisi, will be attending the Expo Cine, Video, y Television (Telemundo) 2012 in Mexico City from June 5 - 8. Campisi will be on-hand to answer questions and provide one-on-one demonstrations of the company's award-winning broadcast graphics solutions to both attendees and members of the regional media.

Featured Chyron products at Telemundo 2012 will include the following:

- **BlueNet™** a comprehensive solution that addresses broadcasters' requirements for streamlined end-to-end graphics workflows.
- **SHOUT™** a new stand-alone software application that enables broadcasters to bring social media commentary into their live broadcasts quickly and easily.
- **Lyric PRO** - Chyron's world-renowned graphics creation software platform.
- **Channel Box²** - Chyron's channel-branding system.

"At the upcoming Expo Cine, Video, y Television event, Chyron will highlight some of our most popular solutions for high-quality, reliable, and cost-effective on-air graphics and channel branding," said Campisi. "To encourage viewer participation, many broadcasters, particularly at the local and regional level, are now looking to incorporate social media content into their news programming. Chyron's SHOUT allows a broadcaster to do this quickly, easily, and creatively - in accordance with their existing production workflow."

To set up a demonstration or meeting with Campisi during Telemundo 2012, interested parties should contact by email at aldo@chyron.com or by phone at +1 (305) 972-1396.

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About Chyron

Chyron (NASDAQ: CHYR) is a leading provider of Graphics as a Service for on-air and digital video applications including newsrooms, studios, sports broadcasting facilities, and corporate video environments. An Emmy® Award-winning company whose products have defined the world of digital and broadcast graphics, Chyron's graphics solutions include the Axis World Graphics online content creation software and order management system, on-air graphics systems, clip servers, channel branding, and graphics asset management solutions, all of which may be incorporated into the company's BlueNet™ end-to-end graphics workflow. More information about Chyron products and services is available on the company websites: www.chyron.com and www.axisgraphics.tv. The company's investor relations information is at www.chyron.com via the "Investors" link.

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