

Media Contact:
Stephen Bowles
407-461-5894
stephen@shoflo.tv
<https://shoflo.tv>

Shoflo adds new script view to their rundown software

Production teams can now build rundowns and full length scripts together at the same time.

INFOCOMM SHOW - ORLANDO, JUNE 14, 2017 -- For years production teams have built rundowns and scripts in separate applications - Excel for rundowns and Word for scripts. Shoflo, the Orlando based event production software team, officially debuted a new and innovative way to merge both rundown and script building into one single software system on the Infocomm Show floor this Wednesday.

Production teams can now build rundowns in real time while simultaneously building full length scripts that are directly tied to their specific production elements. The script functionality allows for full rich text formatting along with real time, collaborative edits. Shoflo's software actively tracks changes and allows teams to roll edits forwards or backwards as needed per element.

"We are excited to offer this script view to the event production market. Our real time rundown software has already been a massive game changer to the production workflow... I'm excited to see how production teams begin to merge the scripting process into Shoflo's real time environment." *Stephen Bowles, Founder & CEO of Shoflo*

- Simplifies frustrating workflows - no more version control or using multiple applications
- Easily switch from rundown view to script view
- Tie scripts to specific production elements in the rundown
- Scripts can be seen by the whole production team or hidden from view
- Easily export your scripts to Word for easy print and distribution

This is just the beginning for script functionality and features for the Shoflo team. In the coming months the team will be looking to offer a full screen script view and the ability to integrate with common place teleprompter systems.

About Shoflo

Shoflo is an Orlando based software team focused on improving the production workflow for live events. Production teams around the world use Shoflo every day including Mary Kay, Drury Design, LA Rams, Orlando Magic, Clemson and more. Learn more at <https://shoflo.tv>

SHOFLO

Shoflo - NEW Script View

The screenshot displays the Shoflo software interface for a 'Football Game' in 'Pre-Game' mode. The top right shows a timer at 00:00:00 and the time of day as 01:16:33 pm. The left sidebar lists various items with their durations, including 'No Smoking', 'Captioning', 'National Spot', 'First Team', 'Primary Entrance', 'Team Introduction', and 'Tip Off Sequence'. The main script area shows the following content:

134
National Anthem
2m

[READ LOUDLY]

GOOD EVENING LADIES AND GENTLEMEN AND WELCOME TO CLEMSON UNIVERSITY'S LITTLEJOHN COLISEUM HOME OF YOUR CLEMSON TIGERS. AT THIS TIME WE ASK THAT YOU PLEASE RISE, REMOVE YOUR HAT AND PLACE YOUR RIGHT HAND OVER YOUR HEART AS WE JOIN CLEMSON UNIVERSITY.

[PAUSE FOR VIDEO]

PRESENTING THE COLORS ARE THE CLEMSON UNIVERSITY PERSHING RIFLES.

NOW AS ONE NATION AND ONE PEOPLE PLEASE JOIN IN THE SINGING OF OUR NATIONAL ANTHEM TO BE PERFORMED BY TONIGHT BY MISS DAJA DIAL.

The bottom status bar shows 'OFF', 'TRACKING: Mike Money', and the 'SHOFLO' logo.

Shoflo - Logo

