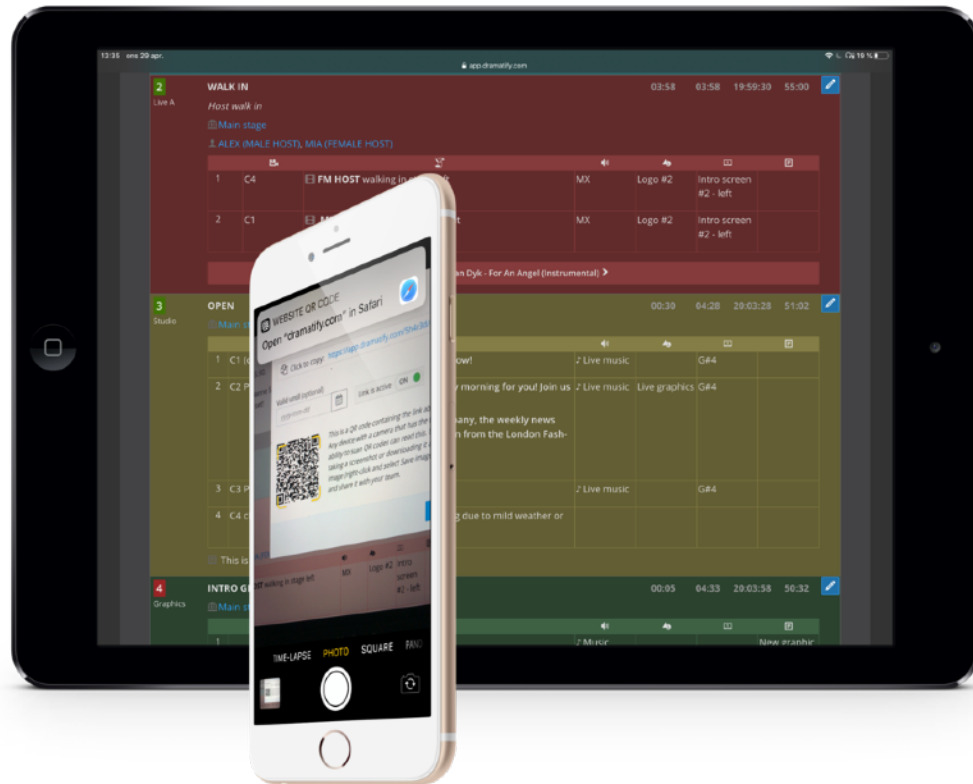




## Dramatify launches QR code distribution of rundowns

Dramatify launches read-only rundowns accessible through a QR code and a secret link. The new functionality is part of Dramatify's solution for a paperless, green production flow that also works flawlessly for remote-producing TV and video during the Corona-lockdown.

Point. Click. Access. That's how easy it is to open the new, read-only rundowns for studio personnel and other staff that only briefly interact with the content. Dramatify's rundown tool is created for live and studio entertainment, music shows, galas, talk shows, current affairs, factuals, sports and reality.

### Access the rundown through your phone or tablet

To access the new read-only digital rundown, add the secret link or the QR code an email or a message, and the recipient clicks on it. No login or typing. In the studio, team members can also get the QR code straight off a Dramatify member's rundown

by just pointing their smartphones at the screen and using the phone's camera feature to open the web link contained in the QR code.

The read-only rundowns are updated simultaneously as the logged-in version which means it displays last-minute changes – and even changes during the show! The rundowns work on computers, tablets, smartphones and, of course, print.

### **New staff groups started to access rundowns**

“The QR codes to access the read-only rundowns have been a smash hit with our customers”, says Dramatify CEO and co-founder Annika Lidne, and continues:

"While mainly developed for studio staff, we were surprised to hear that entirely new groups like translators, closed captioning writers and programming staff love them as they are easy to include in a message and access."

### **Limit access: Last valid link date**

Each production can limit access to the secret link and access to the digital read-only rundown. The secret link can be manually turned on and off, as well as having a last valid date added. This feature makes sure the content is not available forever by mistake.

### **Fast customising of the rundown for each user**

The new read-only version of the rundown has the same features as the full version to allow each user to customise their view of the rundown and which information it shows. Click to show or hide information or to adjust the text size.

### **"Dark mode" for a paperless workflow**

The "Dark mode" is an excellent feature for a paperless workflow in the studio. It reverses the screen colours to a dark colour scheme to make sure that screens don't glow like little stars in the dark studio environment.

“This year, we have seen a keen interest in paperless workflows. As Dramatify is perhaps the only modern solution that also integrates with wardrobe, set design, locations and many other features, we can present a complete package for broadcasters and production companies”, says Annika Lidne.

“The read-only rundown with QR code and secret link access will be exclusively available for enterprise customers and unlimited plans through out this year.”

## Facts

- The Dramatify platform includes the workflow from team management, rundowns and scripts through preproduction, cast, sets and locations to shooting with call sheets and reporting.
- The Dramatify platform works for most genres: drama, entertainment, current affairs, factuals, documentaries, commercials, music and sports
- The Dramatify platform is accessible online and does not require any download or installation. Customers include single productions as well as production companies and broadcasters.
- Dramatify is a startup from Stockholm, Sweden, with the mission to bring modern, collaborative production management solutions to TV, film, broadcasting and online video productions.
- More information at [www.dramatify.com](http://www.dramatify.com)

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