



## Avid on-air graphics solutions: complete capability

Increased competition for viewers is driving the need for sophisticated, attention-getting on-air graphics.

Avid broadcast graphics solutions include all the best-of-breed tools needed to develop and deliver powerful visuals—real-time live graphics, compelling promos, complete station identities, and more— across all aspects of production.



For years, on-air graphics involved isolated video routing of character generators, still stores, transitions, video—and more—into the control room. The family of Avid® Deko® graphics systems, Avid DekoCast™ channel branding systems, and Avid Thunder® live production servers replaces these multiple devices with highly integrated, compact systems engineered to deliver dynamic, data-driven visuals in high-pressure live environments and broadcast workflows.

### **Value for any size broadcast market**

Avid on-air graphics solutions feature highly extensible, best-of-breed graphics systems, channel branding systems, and live production servers, all with a range of options to meet fast-changing live and automated production needs, including expanded visual capabilities, 2D and 3D effects, HD production and playout, and more.

### **Time-saving tools designed for broadcast workflows**

Intelligent templates and user-definable macros with auto-learn functions let broadcasters customize workflows, automate repetitive tasks, and process one or hundreds of graphics at once for fast, consistent changes to a large volume of content. Programmable keyboards and browser-based database integration can be added for even more efficient graphics production.

### **Unsurpassed speed to air**

Every component of an Avid on-air graphics solution is purpose-built for mission-critical reliability and ease of use in live-to-air environments. Refined over years of actual use by national news, cable programming, remote sports events, and awards and game shows, Avid Deko, DekoCast, and Thunder systems are proven every day in high-profile SD and HD broadcasts where speed, up-to-air edits, reliable animation playout, and sophisticated visuals are critical.

### **HD-ready and format friendly**

All Avid on-air graphics systems are available in SD, HD, and Hybrid SD/HD configurations and provide advanced tools for working simultaneously in multiple formats, aspect ratios and even multiple languages for unique audiences. The ability to generate and output either native HD or SD real-time graphics and effects—and switch between the two with a simple software setting—lets broadcasters invest with confidence and add HD capability intelligently.

# Avid on-air graphics solutions at a glance

Avid on-air graphics solutions integrate industry-leading broadcast graphics systems and live production servers with both the newsroom and broadcast production. The result is instant, facility-wide access to branded visual templates and tools—and a more consistent and competitive channel identity.

## Design once, use everywhere

Graphic artists create rich text styles, graphics layers and Deko-signature Motion effects using the Deko on air system or standalone PostDeko creation software. All of these branded elements, including logos and station IDs, lower-third captions and other superimposed graphics and effects can then be shared with other departments and devices such as Avid and other editing systems. And format-friendly Deko graphics can be used in multiple video resolutions and aspect ratios.

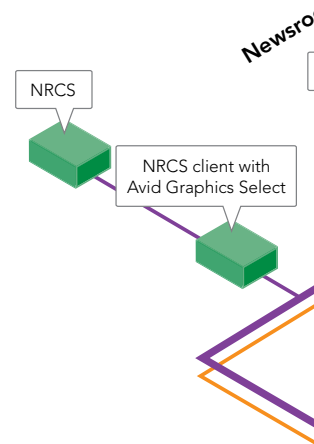
Thunder users can access all the same content from any desktop for still-store titling—such as over-the-shoulder graphics. ThunderBrowse desktop software allows any user to remotely search, preview stills and clips, trim clips, delete and copy files, and create sequences from existing assets. Creating new graphics? With still titling based on the Deko architecture, Thunder supports PostDeko creation software running on any desktop.

## Streamline production

Deko systems integrate with the Avid Interplay™ nonlinear workflow engine to provide a complete, managed graphics workflow from creation to fulfillment to play to air. Projects, images, and assets of any kind can be tracked, browsed and version-managed, with seamless access to any on-line or archived material.

The Promotions department uses the visual elements created with PostDeko software to composite branded promotions, in-program promos, snipes, and teasers for playout on the DekoCast system or be inserted in a pre-produced package in an Avid editor.

All templates and data can be saved for downstream playback from the DekoCast channel branding system, which includes real-time native HD or SD graphics processing and output to tell the story with high-quality, branded visuals.



Create consistent visuals throughout the entire on-air graphics process with easy-to-use Deko turnkey systems or PostDeko software. Move quickly from templates on Deko to image captions on Thunder to station promos on DekoCast.

## Tie in the newsroom

In the newsroom, journalists fill news graphics templates with the text they need to insert into their iNEWS® or other newsroom computer system (NRCS) stories, using the MOS protocol with the Avid Graphics Select plug-in for Deko and Thunder. This integration enables journalists to browse and fulfill Deko templates—or, select stills and clips from a Thunder system—directly from the NRCS client.

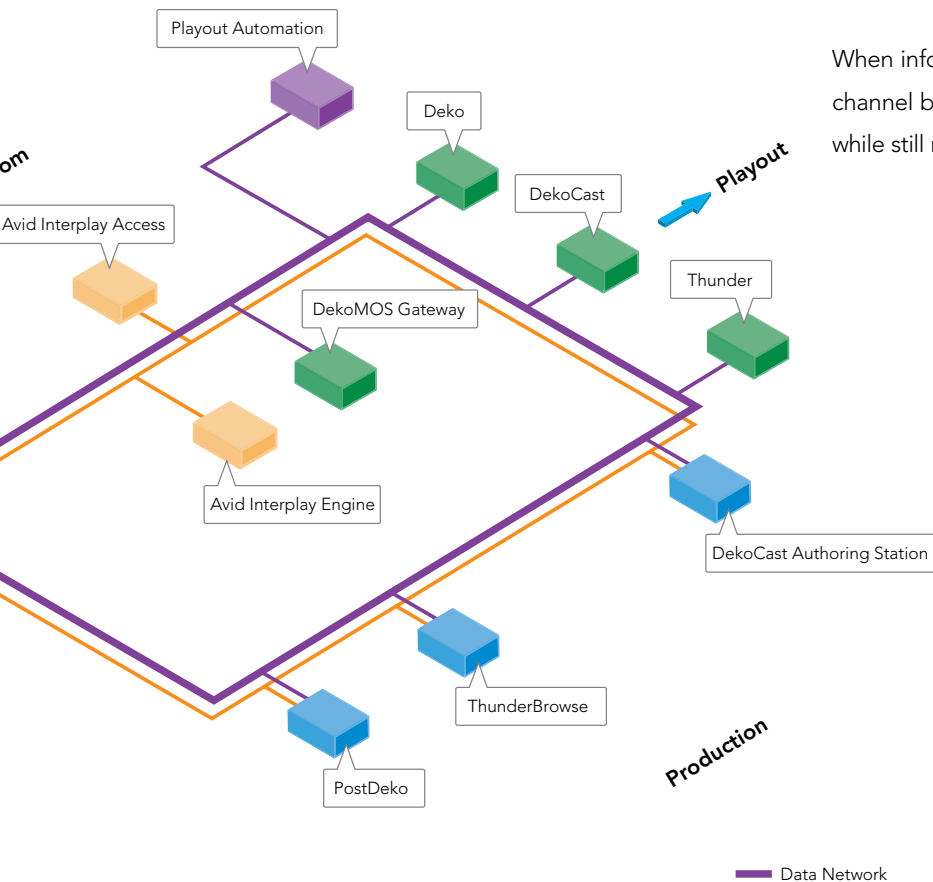
## Play out with complete confidence

Once the graphics are ready, Avid Deko, Avid DekoCast, and Avid Thunder systems can all be triggered by Avid or third-party automated or assisted newsroom or master control automation for on-air accuracy and full-time reliability.

Avid Deko systems enable live data integration, reducing the chance of errors during fast-paced live events that require constant updating of scores, stats, results, or standings.

The Avid Thunder live production server provides a built-in advanced sequencer for flexible, error-free playout control of video packages, promo clips, over-the-shoulder still stores, animated backgrounds, and logos and branding graphics.

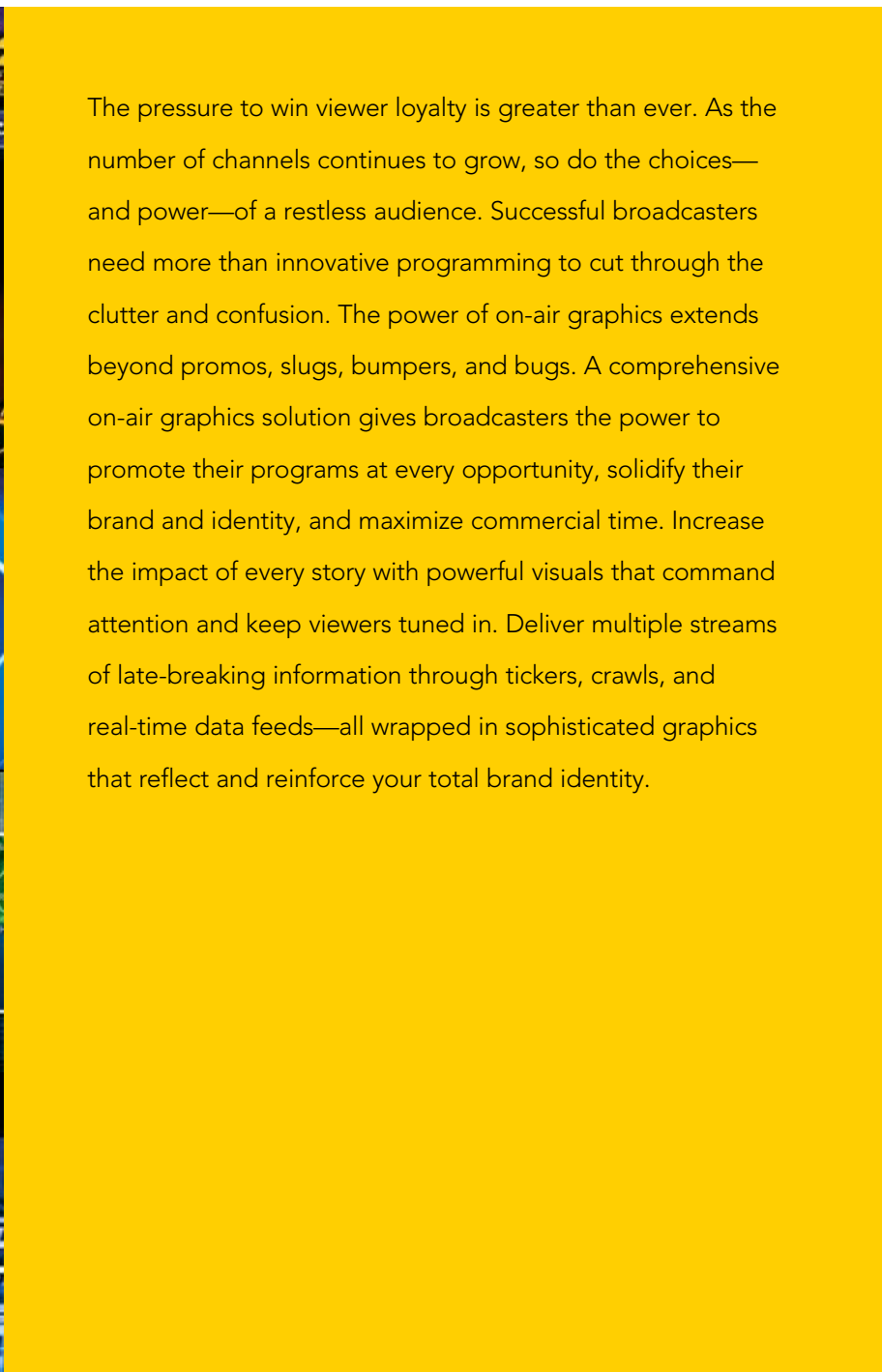
When information is changing moment by moment, DekoCast channel branding systems allow for last-minute edits to content, while still maintaining visual brand identity.





“The Deko 3000 has become our single hardware solution, providing clients a complete toolset for any live special—SD or HD—with no compromise in performance. The multi-format capability has made the Deko 3000 the gold standard for entertainment television.”

**Allan Wells**, executive producer for Mighty Dots, a Fontastics company



# Avid Total Services

Comprehensive and customizable

## Training Services

Avid offers personalized training 24/7 worldwide. From the basics of digital video editing to advanced instruction in administering, configuring, and troubleshooting, award-winning Avid Training Services combine the best of classroom and self-paced learning. Training is conveniently available at your site, at Avid headquarters, in Avid Authorized Education Centers around the globe, or even in your own home.

## Support Services

Avid tailors support to your systems, needs, and budget. From planning and implementation through ongoing maintenance, Avid experts stand ready to build and test your uniquely integrated systems offsite before shipping, come to your site to facilitate new technology integration, or monitor and troubleshoot your entire operation remotely.

## Consulting Services

Avid experts are eager to share their industry-leading expertise with you. Vision, digital know-how, and knowledge of best practices ease the planning, integration, and operation of your systems. Let Avid shoulder the responsibility of keeping your technology current and ensuring maximum return on your investment.

## Learn more about Avid solutions for:

**Production.** Avid offers end-to-end broadcast production solutions built around proven, best-of-breed products and nearly 20 years of experience in nonlinear technology, including editing systems, real-time media networks, integrated asset management, digital acquisition and playout, and more. Unmatched interoperability between Avid and third-party systems ensures smooth implementation and investment protection.

**Workgroups.** Avid workgroup solutions combine high-capacity Avid Unity™ shared media networks and revolutionary Avid Interplay media management and workflow automation tools in a facility-wide collaborative environment. Editors, producers, designers, animators, writers, assistants—even finance and legal departments—can all work together, with instant access not just to Avid media but also to any other file type in the system.

**Newsroom.** The Avid newsroom delivers comprehensive capabilities: wire ingest; assignments; rundowns and show timings; research and scripting; and rundown playout. Web accessibility brings the newsroom to the reporter in the field, and innovative tools address the expanding role of journalists as broadcasters move from tape-based to digital nonlinear workflows.

**Broadcast Automation.** Automation and Distribution solutions from Sundance Digital®, a part of Avid, deliver powerful, easy-to-use software to manage broadcast master control operations. The system scales from single channel entry level systems to large configurations with high channel counts. Companion applications handle ingest, recording and file transfer. Redundancy, archiving and expansion options can combine to build out any configuration. Sundance Digital's automation and distribution solutions deliver reliability and flexibility at an affordable price.

To learn more, visit [www.avid.com/broadcast](http://www.avid.com/broadcast) or contact your local Avid office.

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