BRAINSTORM

VIRTUAL STUDIOS **MOTION GRAPHICS**
ELECTIONS **NEWS&SPORTS** EDUCATION
AUGMENTED REALITY PRESENTATIONS

SOLUTIONS

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Hundreds of installations in large, medium and small broadcasters all over the world use Brainstorm products daily for almost any real-time graphics-intensive requirement, from motion graphics, channel branding and virtual studios to news graphics, sports, weather and entertainment.

Brainstorm's solutions are widely used to enhance content presentation, display real-time data and produce graphics in visually compelling and highly engaging ways. Such flexibility allows Brainstorm to expand its traditional broadcast market and access new areas such as education, children's programming and corporate presentations.

VIRTUAL SETS

MOTION GRAPHICS

NEWS & SPORTS

ELECTIONS

PRESENTATIONS

AUGMENTED REALITY

ESTUDIO
THE INDUSTRY'S MOST FLEXIBLE REAL-TIME 3D RENDER ENGINE
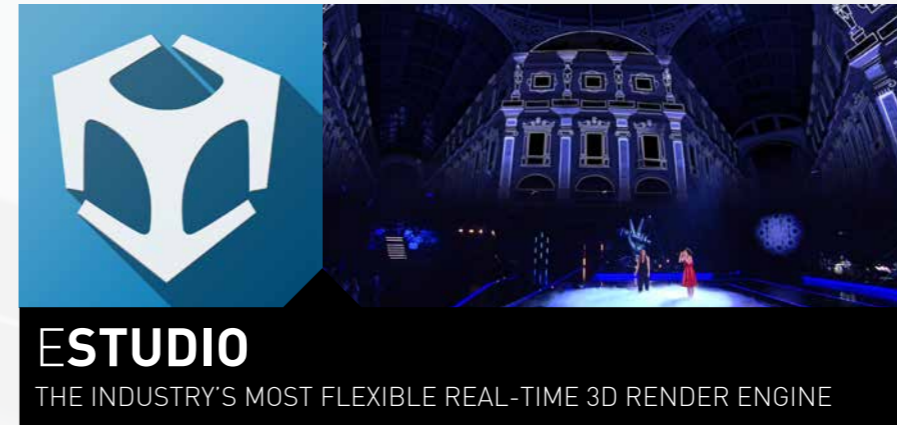
Brainstorm eStudio is a **powerful and flexible tool** that provides solutions for any kind of real-time graphics. The eStudio is unique in the market due to its sophistication, **open architecture** and **versatility**, enabling both design and real-time playout of **virtual studios and 3D graphics** as well as the easy creation of customized applications.

Developed to deliver unlimited design capabilities, eStudio is the **industry's** **fastest** real-time 3D graphics and virtual set solution available, and is also the core engine behind Brainstorm's entire product range. Brainstorm has developed eStudio for more than 20 years, and it features a vast toolset including advanced **creative, modelling and rendering** tools, and features such as **PBR (Physical Based Rendering)**, reflector objects, selective **defocus and bokeh**, support for **external render engines** and many more.

VISUALMEDIA

As second-screen data is increasingly important, Brainstorm introduces **Visualmedia**, an integrated solution developed together with **never.no** to display real-time 3D graphics based on structured social media feeds, enhancing the visual appearance of data delivered from the internet.

Brainstorm pioneered the application of camera tracking to 3D real-time virtual set, and eStudio interfaces with practically **all current tracking systems**, making integration with any production hardware an out-of-the-box feature. As well as working as a high-end virtual set using camera tracking and external chroma keyers, eStudio also integrates its own **built-in chroma keyer** and takes advantage of Brainstorm's patented TrackFree™ technology.

SMARTSET TEMPLATE-BASED VIRTUAL SET AND AUGMENTED REALITY SOLUTION

SmartSet is a cost-effective system that allows small and local broadcasters to deliver great looking programs created by using pre-defined templates. As templates are developed using Brainstorm applications, they are not only powerful but also provide a high quality output.

Each template defines which elements are editable and to what extent, allowing for simple operation and making the system as smart as the template allows for. Available templates cover a wide range of possibilities, from News to Weather, Entertainment and many other.

INFINITYSET
BY FAR, THE MOST ADVANCED VIRTUAL SET AND AR SOLUTION THERE IS

Forget all you know about virtual studios, as the award winning InfinitySet has taken the technology to a whole new level and entirely changed the rules. InfinitySet can cope with any need from **advanced tracked virtual sets** to **inexpensive trackless** environments. Most importantly, InfinitySet also solves your **3D graphics** needs.

With virtually infinite virtual cameras and the industry-first **TrackFree™**
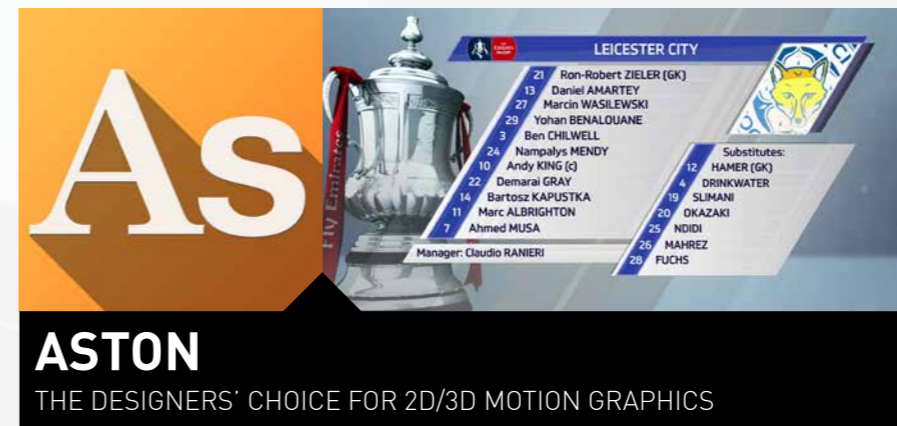
technology, which allows combining tracked, trackless and fixed cameras in the same production, InfinitySet is the **most advanced solution** for broadcast design and virtual set production available today. InfinitySet not only seamlessly integrates Aston projects, but now also includes **graphics features** of Aston so it can now edit, manage and create **2D/3D motion graphics** or import them from a variety of third-party packages.
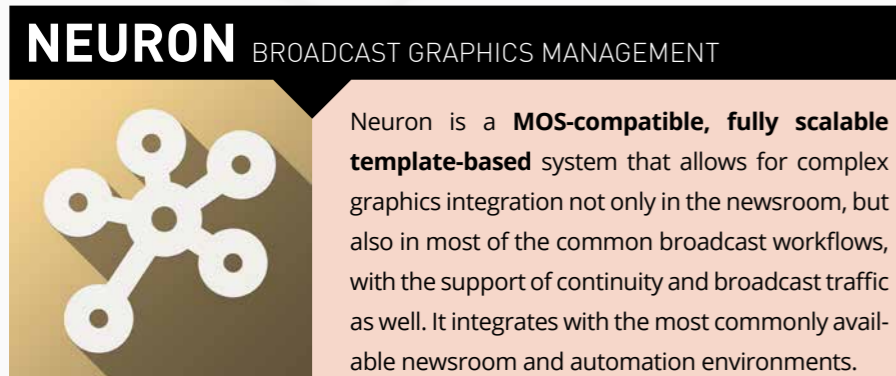
TrackFree™ is a new and revolutionary approach to virtual set production, including several industry-first features:

- **3D Presenter.** Converts the talent into a 3D object, casting real shadows and allowing for volumetric lighting. selective defocus and true 3D object interaction.
- **TeleTransporter.** Combines virtual sets with real characters and live or pre-recorded video feeds with precise perspective matching.
- **HandsTracking.** Triggers animations just with the simple movement of the bare hands, with no additional hardware required.
- **FreeWalking.** Allows presenters to move forward, backwards and sideways even though the real camera is in a fixed position.
- **VirtualGate.**
- **VirtualCAVE.**

NEURON BROADCAST GRAPHICS MANAGEMENT

Neuron is a **MOS-compatible, fully scalable template-based** system that allows for complex graphics integration not only in the newsroom, but also in most of the common broadcast workflows, with the support of continuity and broadcast traffic as well. It integrates with the most commonly available newsroom and automation environments.

ASTON
THE DESIGNERS' CHOICE FOR 2D/3D MOTION GRAPHICS

Aston is a **motion graphics creation, CG and playout system** developed with the designers in mind, created from the ground up to be extremely **user friendly** so the operators can concentrate on creation.

Designed for a robust on-air operation, designers can create, manipulate, animate and perform last-minute changes, even while on-air. For CG operation, Aston provides both the page-based

workflow familiar to many designers, as well as the possibility of working with **templates**. Aston supports **advanced real-time 3D Fonts** with extremely precise rendering quality and extensive features and parameters. Aston also supports **StormLogic**, allowing both preset animations or customized key-framed timelines.

Aston integrates seamlessly into **collaborative workflow** environments.

Designers can **share** objects, libraries, presets, properties, compositions or complete projects so they are available to anyone involved in the project.

Aston is **resolution independent** and works with any HDTV flavour, 4K or even higher resolutions for larger screens. In addition, Aston is **MOS compatibl**e and also supports a wide range of **3D formats** such as .fbx, .dae, .obj and.3ds, to name a few.

ASTONELECTIONS TEMPLATE-BASED 3D GRAPHICS FOR ELECTIONS AND BUSINESS

Aston Elections is an extremely **user-friendly and intuitiv**e template-based application intended for **graphics coverage for broadcast elections**. It is the result of more than 20 years of experience in delivering election projects to broadcasters such as the BBC, NBC, RTVE and Antena 3 TV. Aston Elections can be used as a standalone solution or users of the InfinitySet virtual studio application can combine its graphics within a virtual environment. Using **predetermined or purpose-built templates**, it allows for data presentation of complex and high-quality graphics for maximum visual impact and program enhancement.