

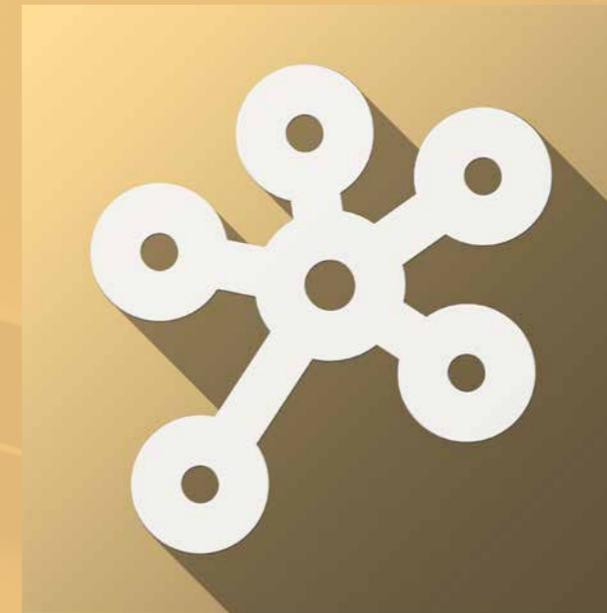


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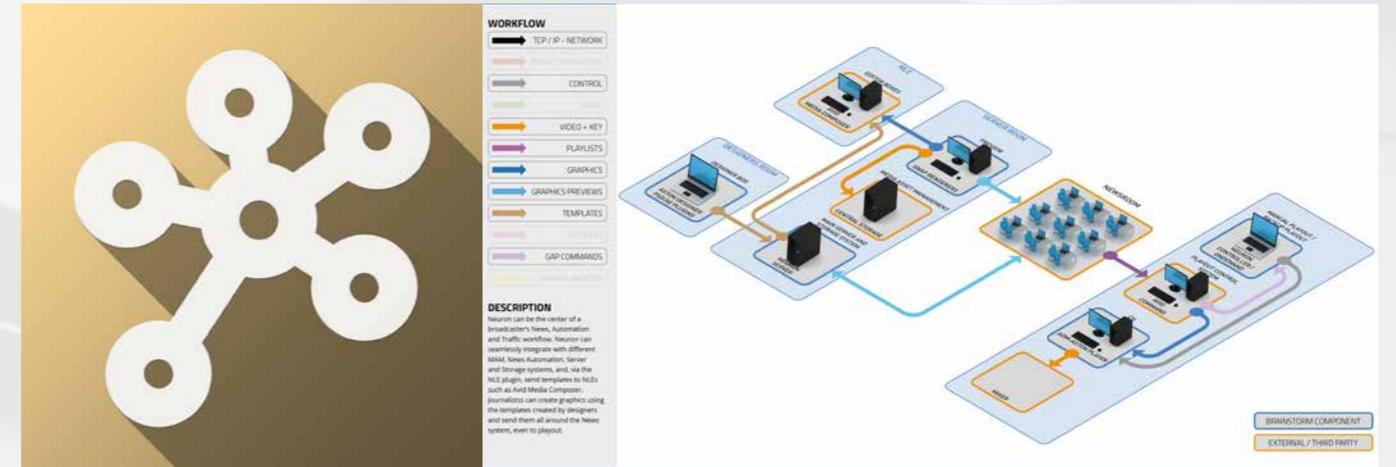
NEURON

BRAINSTORM'S PATHWAY
TO BROADCAST GRAPHICS MANAGEMENT



Neuron is a MOS-compatible, template-based system that integrates graphics creation and management into most common newsroom, continuity and broadcast traffic operation environments, allowing users to integrate high-quality pre-defined 3D graphics to their workflow without the constant input from the Graphics Department.

It is fully scalable and can be tailored to match any client's requirements or budget while it integrates in most types of broadcast content management including traffic and branding.



BROADCAST GRAPHICS MANAGEMENT

Neuron is an integrated, template-based system that allows for complex graphics integration not only in the newsroom, but also in broadcast traffic operation environments. Initially designed for news operation, Neuron currently integrates in most of the common broadcast workflows, transcending the newsroom to support continuity and broadcast traffic.

Neuron is a sophisticated, MOS-compatible on-air graphics control system that enables to integrate Brainstorm's powerful real-time high-quality 3D graphics engine into the broadcast

workflow without the need for continuous input from designers. Neuron allows journalists, producers and other users with no prior 3D graphics knowledge to input data into pre-defined templates that are then updated in the system and added to a rundown list for transmission in the playout area. Additionally, Neuron allows for the integral management of templates and finished graphics through the broadcast workflow including traffic and branding.

COMPREHENSIVE WORKFLOW

Broadcast graphics workflows can be complicated with content coming from

many sources. Neuron integrates and simplifies the process, supporting the playout of graphic and templates created in Brainstorm products such as eStudio or Aston, or in other software packages such as Photoshop.

Graphics templates can be designed and created in Brainstorm products



such as eStudio or Aston or in industry-standard tools (Photoshop, After Effects, 3D Max and many other) and then imported into Neuron. Templates can be as simple or complex as required as well as further refined by updating text and graphics which can be input manually or driven by data sources.

Once templates are created, they can be added or imported into the system and modified at any time. Users working at their own desktops, individually yet in a collaborative manner, can log on to the system to access templates and update them for subsequent addition to a schedule. From their workstation, users can see a preview picture or movie of the graphic they have created before adding it to the rundown.

Journalists and producers work at their own desktops, independent of each other, and can log on to the system to access templates and update them for subsequent addition to a schedule. At their desktop, users can see a preview picture or movie of the animation or graphic they have created before adding it to the rundown.

SMARTTEMPLATES

Neuron supports Brainstorm's SmartTemplates for easier data input and graphic updating. Brainstorm's smart templates also provide sophisticated replacement and transition effects and enable simple graphics to be combined to create more complex ones. This feature expands the graphics possibilities and flexibility of the newsroom, allow-

WHY NEURON

• • •

FULLY SCALABLE AND MODULAR SOLUTION

• • •

TEMPLATE-BASED

• • •

MOS COMPATIBLE

• • •

CONSISTENT WORKFLOW WITHIN COMMON BROADCAST ENVIRONMENTS

• • •

COMPATIBLE WITH MOST COMMON NEWSROOM AND AUTOMATION SYSTEMS

• • •

STANDARD PROTOCOLS

ing faster on-air delivery. Data can be automatically retrieved and then modified from external data sources such as databases, spreadsheets and similar applications, or even RSS feeds, with such automation speeding the process and reducing the margin for error.

- **Replacement and transition effects.** SmartTemplates provide sophisticated replacement and transition effects as well as enable simple graphics to be combined to create more complex ones.
- **Multiple format support.** Neuron is resolution independent, supporting SDI and HD-SDI inputs and outputs with video and key. Works in any HDTV format plus PAL and NTSC.
- **Support for external data applications.** Neuron's SmartTemplates link seamlessly to external data sources, and can collect data from applications such as spreadsheets, databases, feeds or websites.

ing branding or animated promos as it supports the inclusion of graphics in larger workflows including design departments, NLEs and continuity. The layout of these graphics can be performed as the workflow requires, by creating, managing and scheduling playlists or even directly from the continuity/traffic system.

With Neuron, non-linear editing systems (NLE) operators can easily create graphics and directly insert them into their project's timeline. By using the Neuron Client plugin, editors can access the graphics templates, change the values at any time, and adjust the graphics' length even when the graphics are edited into the timeline, with no further rendering required. This means

editors do not need to wait for the graphics to be created and made available by someone else to include them in their projects.

NEWSROOM AND AUTOMATION INTEGRATION

Neuron is MOS-based and seamlessly integrates with newsroom systems such as Avid's iNews, AP's ENPS, Annova's OpenMedia, Octopus and VSN's VSNNEWS. It is a scalable solution, with any number of users and outputs depending on the requirements of the channel. MOS compatibility then allows the seamless integration of graphics into the rest of the newsroom and traffic environment.

The system includes the Neuron Con-



BEYOND THE NEWSROOM

Within a wider broadcast environment, Neuron can provide a channel with a complete, shared and centralized control and management system for all kind of graphics. The system integrates seamlessly in the newsroom, but transcends the news requirements includ-



