BRAINSTORM

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ABOUT BRAINSTORM
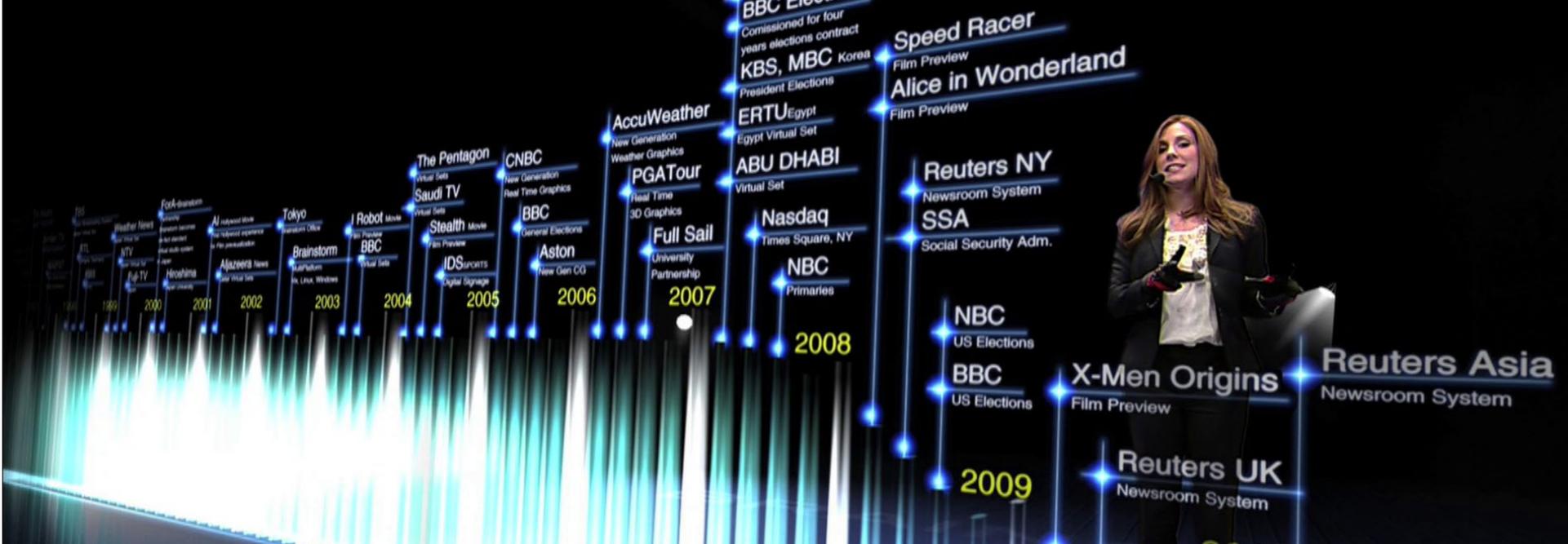
In 20 years of existence Brainstorm has become an international leader in 3D graphic solutions, an increasingly sought after product by television networks and filmmakers.

Established in 1993, Brainstorm provides industry-leading real-time 3D graphics solutions for broadcast, feature film production and 3D real-time corporate presentations. Brainstorm's flagship product 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 products and applications.

With headquarters in Madrid and Valencia, Spain, Brainstorm is a global company, internationally oriented and committed to innovation, allocating 25% of the annual income to R&D.

Brainstorm is focused on assisting our clients to create highly engaging visual experiences for their viewers, and our eyes are not only trained on how to provide the best possible graphics package and services, but also to ensure that they are fast, reliable and the best fit for the job at hand. The importance of compelling graphics is one thing, but the ability to provide them in a way that is accessible to all who use them, very

often required on a moment's notice to cover fast-breaking news, is one of the key strengths of Brainstorm. That is why the company is dedicated to further develop its leadership in real-time 3D Graphics Technologies, one of the core values of the company, all summarized as follows:

- Commitment to leadership in real-time 3D technologies.
- Reliability and integrity in business.
- Customer orientation and ability to build long-time relationships with customers, resellers and users.
- Complete service from design to implementation.

Brainstorm is committed to good business practices to be a reliable and upright partner both for resellers and final customers. The customer orientation impregnates all processes of the company, from sales to customer support, where Brainstorm has always marked the difference. This commitment is reinforced with the presence of the Production Services Department that allows Brainstorm customers to enjoy state-of-the-art production services and training. Brainstorm's production arm

today provides an end-to-end graphics production service enjoyed by many of the world's leading broadcasters.

Brainstorm is positioned as a leading technological company, and eStudio is considered the market's benchmark system in 3D real-time graphics. At the same time, our developments seek allowing a wider customer base to access our systems, so we developed the "Easy" range that makes Brainstorm products available to a wider user base. This range provides the fabulous features of the Brainstorm engine allowing users with no prior 3D experience to achieve excellent results.

The trajectory of the company and its products has granted significant recognitions, including the Berlanga Award form Technological Innovation, the 2009 European Business of the Year, the 2007 European Seal of e-Excellence given by the EMMAC, the 2011 IBC Innovation Award and many other. Brainstorm is also member of the IABM (International Association of Broadcast Manufacturers) and the NAB (National Association of Broadcasters).

The strategy of the company currently rests on two fundamental aspects:
1. Consolidation of the technological leadership strengthen Brainstorm's passion for innovation.
2. Consolidation of the company growth and customer base via internationalisation, sustained on the reinforcement and increasing attention to the reseller network worldwide.

Brainstorm's software is relied on every day by a growing number of broadcasters worldwide for all types of real-time 3D graphics

Brainstorm is commited to innovation, and allocates around 25% of the annual turnover to R&D

Both aspects are coupled with an aggressive branding strategy that pursues to consolidate Brainstorm as a leading company in the audiovisual arena worldwide.

History

Brainstorm Multimedia started its activity in 1993 as a company provider of 3D Graphics services to broadcasters and other companies. These services were based on the software previously developed by the company's founder Ricardo Montesa, that will be commercialized later as the eStudio suite, a 3D graphics and virtual studio solution currently regarded as the industry's fastest 3D real time rendering engine. But the production side of the business was never abandoned by Brainstorm, allowing the growth and development of the Production Services department that today provides training, custom-built graphics and production services to broadcasters and audiovisual facilities all over the world.

Since its creation, Brainstorm has always been oriented to deliver the very best in 3D technology. In 1995 the first virtual set used in live production was an interview with Mike Oldfield, promoting his album "Songs of the Distant Earth", and back then also started the very first production with eStudio, a daily weather program in Antena 3, Spain. From there on, eStudio started a successful career in Asia, being installed in the main Japanese broadcasters, such as Asahi TV, TBS or Fuji TV, and also in KBS, the Korean Broadcasting System.

In 1997 most of the 3D virtual sets of the public broadcasters in Spain, like RTVE or Canal 9, were eStudio, which is already consolidated as the benchmark software for 3D real-time graphics. Brainstorm Production Services covers the principal elections in Spain, Germany, Japan, Korea and many other countries. In Spain, Expansion TV became the first channel using Brainstorm's render engine as the heart of its facilities.

In 1999 eStudio, originally available for IRIX, was released in Linux and Windows versions, starting a new expansion stage that multiplied its presence throughout the world. One year later Brainstorm started a closer collaboration with the Japanese company FOR-A, to integrate Brainstorm's software with their hardware.

ILM (Industrial Light and Magic) used eStudio in 2000 as a pre-visualization tool at the production of the movie "AI, Artificial Intelligence", and started a collaboration that was further developed with other studios with the utilisation of eStudio as a pre-viz tool in movies like

"I, Robot", "Shark Boy & Lava Girl" and more recently "X-MEN: Origins", "Alice in Wonderland" or "Hugo".

Brainstorm's acknowledged expertise in election night graphics spans many years and is a particular strength of the company. In 2005 Brainstorm, which already enjoyed an extensive experience in collaborating with worldwide broadcasters and productions facilities, signed a contract with BBC News to produce the program and graphics for the local and general elections of 2005 and 2006, program later awarded by the Royal Television Society. BBC News renewed this multi-year contract with Brainstorm to provide election coverage graphics that are fast, flexible and compelling. CNBC chose eStudio as its 3D real-time render engine, and other companies like Acccuweather, NASDAQ or Al Jazeera also relied on Brainstorm to empower its graphics. The 2008 US Elections provided an excellent window to Brainstorm, as it was selected by NBC for its coverage.

Brainstorm acquired the Aston brand in 2009, the renowned character generator

Brainstorm Production Services enjoys an extensive experience in collaborating with major worldwide broadcasters

Brainstorm is the tool of choice for filmmakers for movie shots pre-visualization before entering into expensive post-production

that was already developing a 3D CG based on eStudio's render engine. The same year saw the introduction of the "Easy" range, started with EasySet 3D and continued with EasyOnAir Graphics. The objective of this range is to make Brainstorm products available to a wider user base, still providing the fabulous features of the eStudio engine but allowing users with less or no prior 3D experience to achieve

excellent results because of the ease of use of the Easy range. Along with IDS, Brainstorm provided graphics support for the High Definition 3D live production of the 2011 Wimbledon Tennis Championship, and many other events such as the 2012 Roland Garros or 2012 Wimbledon as well.

Today, Brainstorm's product portfolio covers a wide range of solutions,

from News&Sports to Financial and Elections graphics, not forgetting Branding applications, Weather or Film pre-visualization. At the same time, Brainstorm products are used both by the largest broadcasters with experienced high-end users and also by smaller and regional stations or production facilities that look after versatile products in concordance with the market's actual requirements.

Innovation

Brainstorm's software is relied on every day by a growing number of broadcasters worldwide for all types of real-time 3D graphics. What is less widely known is Brainstorm's participation in and dedication to work in collaboration with like-minded organisations to redeploy our technology with the aim of benefitting society, in a continuous effort to build on Corporate Social Responsibility. Because

The trajectory of the company and its products has granted significant awards and recognitions.

Brainstorm signed an agreement with AVID to provide the core technology and 3D real-time rendering engine for its new AMG (Avid Motion Graphics) products.

of this, Brainstorm is winning numerous awards for technological innovation, international accomplishments and for participation and leadership in European Commission Projects such as Replay, KinopTim and SeniorChannel.

Brainstorm is now immersed in an ambitious project, as it is the important technological partnership with Avid to provide eStudio's sophisticated and highly intuitive real-time 3D rendering technology embedded in AMG (Avid Motion Graphics), Avid's new line of broadcast graphics products. Because of this agreement, Brainstorm provides Avid, one of the most important companies in the broadcast sector worldwide, with the core technology and eStudio's 3D real-time rendering engine.

Additionally to business partnerships with companies such as FOR-A, AVID, Accuweather, NVIDIA and many other, Brainstorm is currently developing a number of projects dedicated to various core technologies such as:

- Alternative viewing technologies for film and television

- Application of 3D real-time systems to energy management
- Application of 3D viewing technologies to prevent fires
- Development of lost-cost applications for creation of television channels oriented to specific audiences such as elder people.
- Development of 3D projection systems for big-format spherical screens.

Also, Brainstorm is developing R&D projects with prestigious institutions in Spain and Europe. Participating in these projects allows Brainstorm to further innovate, evolving and improving its real-time 3D graphics engine by applying its features to alternative sectors such as Healthcare or Education. Some of the institutions with which this collaboration is ongoing are the Universidad Politécnica de Valencia, Barcelona Media Centré d'Investigació, Instituto Tecnológico del Juguete, INDRA Software Labs and Vicomtech, to name a few.