



2

2



OnDemand

55

POSSESSION %

45

About Brainstorm

Established in 1993, Brainstorm Multimedia provides industry-leading real-time 3D graphics and virtual set solutions for all broadcast graphics types and workflows as well as for feature film production and 3D real-time presentations. Brainstorm customer list include many of the world's leading broadcasters plus a large number of smaller and regional stations.

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MATCH STATISTICS		COURT SUZANNE LENGLEN	
N. DJOKOVIC		R. NADAL	
0	ACES	5	
1	DOUBLE FAULTS	2	
58	1ST SERVE %	43	
50	1ST SERVE POINTS WON	72	
23	2ND SERVE POINTS WON	67	
4	WINNERS	27	
16	UNFORCED ERRORS	21	
1/2	BREAK POINTS WON	6/12	
55		45	

Acknowledgements:
(n+1) designstudio,
Almayadeen.



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88.8

PASSING

63.2

TACKLES

FCB	2	2	CHELSEA
55	POSSESSION %	45	
5	SHOTS ON TARGET	2	
3	BLOCKED SHOTS	1	
3	CORNERS	3	
8	FOULS	13	
88.8	PASSING SUCCESS %	78.9	
63.2	TACKLES SUCCESS %	66.7	

Multi-purpose playout solution

ENTERTAINMENT FRONT WEATHER FINANCE ELECTIONS
WEB GRAPHICS MAPPING VIRTUAL STUDIOS CG FILM INDUSTRY On Demand

OnDemand is a multi-purpose, versatile playout solution adaptable to any broadcaster's needs regardless of the complexity of these. OnDemand allows operators to create rundown lists, edit them, individually edit their elements (Graphics, videos, on-air shots...) and play them out to air.

Real time 3D videographics

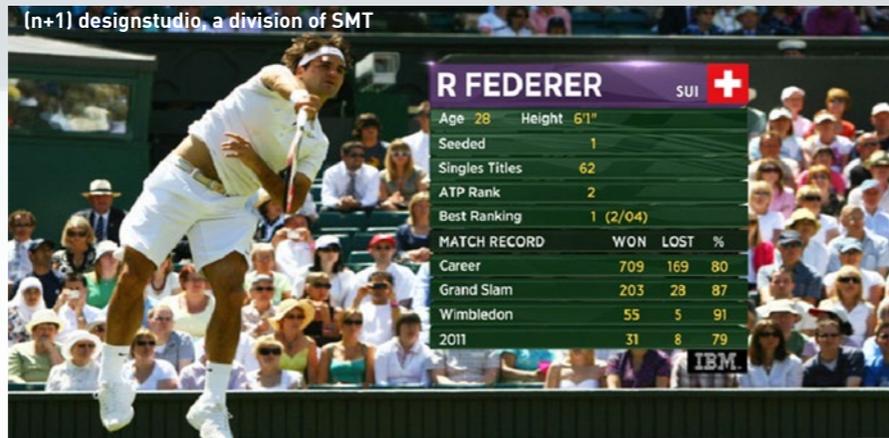


Applications

OnDemand

Multi-purpose playout solution

OnDemand provides operators with a flexible toolset to create rundown lists, modify them on the fly, and delve into the details allowing individual editing of elements such as graphics, videos and on-air shots, and then playing them out to air. It is a flexible playout system that fits perfectly in any broadcast environment regardless of its complexity, allowing the playout and immediate broadcast of Brainstorm or 3rd party generated graphics and templates, and edit them on the fly if needed.



Complex graphics management

OnDemand is a powerful **playout application** that enables the easy management and playout of **complex graphics templates** in any order and combination, for broadcasters who require **more than a simple rundown system**.

OnDemand has the ability to operate in multiple modes (rundown, random, free) making it the ideal tool for **any playout situation**: live sports, channel branding, gameshows, news, tickers, election graphics and many more.

Playout flexibility

The **control and playout** of graphics is becoming increasingly complex as the number and combination of graphical elements to be displayed multiplies. OnDemand can control all such elements and is able to launch graphics **simultaneously, sequentially, in random order and combine them** as required. OnDemand allows the broadcasters



to relieve the design and graphics departments from simpler tasks such as creating basic edits of graphic templates, further increasing the flexibility of the staff. There is no need for the graphics department to create all possible graphics combinations, as any graphic elements can be grouped and ordered inside OnDemand. It is also possible to search, call up and launch templates on the fly.

Different **sections** are created by the operator in OnDemand for the various program types to be controlled, any of which can operate in the available modes. It is possible to move from



one section to another simply by clicking on the related button.

OnDemand features Brainstorm's **StormLogic**, that enables the automatic **management** of complex interacting graphics and templates without the usual need for hours of programming and the creation of complex tables or spreadsheets, provides users with an **extremely flexible layout** system.

A single instance of OnDemand can send identical or different content to multiple render machines, render graphics in multiple languages, and have a real-time preview of graphics. Multiple OnDemand machines can also control a single render machine

in cases where different instances of OnDemand are controlling different graphics to be sent on-air simultaneously.

Also, OnDemand is **compatible** with all the Brainstorm product range, from eStudio to EasySet 3D and of course Aston 3D, where OnDemand can be bundled together as an integral part of the Aston 3D family.



Easy On-Air Graphics

Easy On-Air Graphics is an **intuitive toolset** that bundles OnDemand, a Photoshop exporter plugin, an eStudio player and an extensive **library of graphics** for live playout of graphics based on **pre-defined templates**.

Easy On-Air Graphics **simplifies workflows and content creation**, enabling template **editing, playlist creation and live playout** from a single user interface. Brainstorm can also provide customised templates and graphic elements such as bugs, tickers, bar charts etc.

Easy On-Air Graphics enables users with no prior knowledge of Brainstorm to quickly and easily **create, edit and launch** stunning 3D broadcast graphics.



Key Features

StormLogic

StormLogic is Brainstorm's approach to intuitive template interaction. It is a tree structure of folders, that defines the logic between templates. This structure is created just by dragging and dropping templates in the desired place in the folder structure, where each folder defines the behaviour of the objects it contains.

SmartTemplates

Brainstorm SmartTemplates have the possibility of featuring as much and as complex animations as required. Those animations could be triggered whenever required, even while the template is on-air. SmartTemplates also allow its elements to change dynamically when data changes, and allow scripting.

Flexible rundown and project management

Rundown lists are fully editable within OnDemand, allowing the reordering of items, inclusion of new ones, direct creation of rundown lists, or changing the configuration of a rundown or its individual items. This could be done manually or via QuickTemplates.

QuickTemplates

QuickTemplates are elements that complement the templates by adding playout features (channel assignment, timers, or even combination of templates...). It is possible to create as many pages/instances as required, just by dragging and dropping the QuickTemplate into the rundown. They are also editable, and by editing the QuickTemplate all the instances in the rundown will change accordingly.

Edit graphics while on-air

OnDemand allows manually changing graphics' data even while on-air. SmartTemplates, by themselves, could incorporate automatic data updating.

Multiple page layering

OnDemand's flexible and intuitive user interface allows to combine multiple pages simultaneously.

Multi-channel management

Each channel of OnDemand supports multi-page layering, and OnDemand can simultaneously define and control up to 8 different channels, regardless their content. Playout management has never been so easy.

Hardware

Recommended Graphics Boards

NVIDIA Quadro Family

Recommended Video Boards I/O

AJA Kona 3G, Bluefish Epoch Supernova, NVIDIA SDI Output, NVIDIA SDI Capture.

Brainstorm reserves the right to alter any specification, feature or technical requirement without prior notice. Please contact Brainstorm Multimedia or your local distributor for updated information.