BRAINSTORM

BrainNews

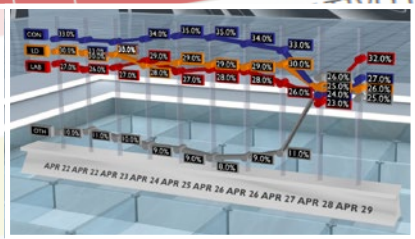Graphics for News

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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@brainstorm3d   brainstorm3d

Distributed by:

FORECAST
LONDON 12

HUMIDITY: 52%
VISIBILITY: 12Km
SUNRISE: 8:31AM
SUNSET: 6:36PM
DEW POINT: -3

WEATHER
12/02/2013
15:47:24

ROMA 29   LISBON 27   DUBLIN 24
MADRID 34   SEVILLA 24   BERLIN 13

DOW JONES

eStudio

News & Sports

Branding

Elections

Weather

BrainNews is a fully scalable, MOS-compatible, template-based system that integrates graphics into News environments, allowing journalists and producers to customize and combine high-quality pre-defined 3D graphics within their News workflow without the constant input from the Graphics Department.

Real time 3D videographics

Applications

BrainNews

Graphics for News

BrainNews is a sophisticated MOS-compatible on-air graphics control system that enables News departments to integrate Brainstorm's powerful real-time high-quality 3D graphics engine into their workflow without the need for continuous input from designers or the graphics department. BrainNews allows complex graphics integration with the most commonly available newsroom environments to further enhance content creation in sophisticated workflows systems. With Brainstorm's eStudio at its core, the industry's fastest real-time 3D graphics engine, BrainNews allows journalists and producers 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 immediate broadcast in the playout area.

Comprehensive workflow

Broadcast graphics workflows can be complicated with content coming from many sources. BrainNews **integrates and simplifies the process**, supporting the playout of **graphic and templates** created in Brainstorm products such as eStudio or Aston 3D, or in other software packages such as Photoshop. 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. So, once a series of templates is created they can be added or **imported into the system** and **modified** at any time.

Journalists and producers 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 workstations the users can see a **preview** picture or m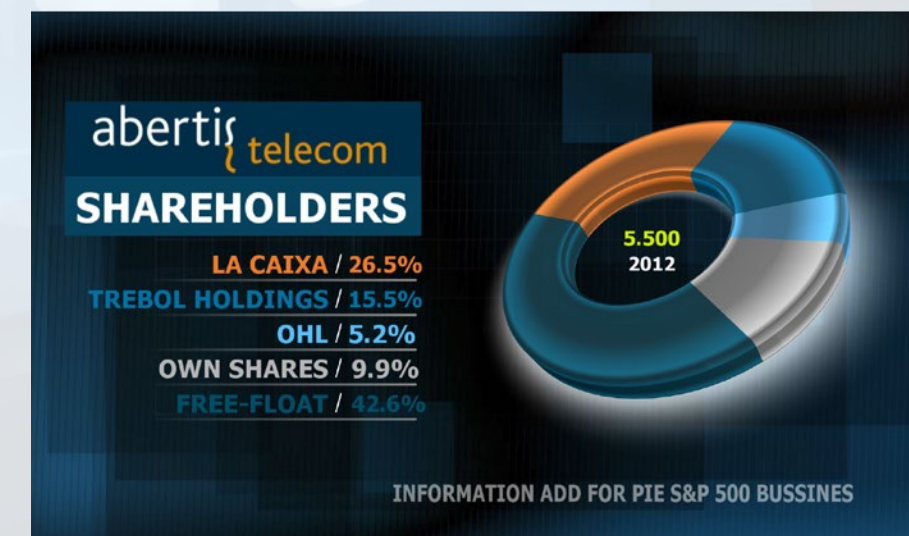ovie of the graphic they have created before adding it to the rundown. MOS compatibility then allows the seamless integration of graphics into the rest of the Newsroom environment. Also, the BrainNews journalist component can work as a **standalone application** so users can create their own newsroom graphics directly. This allows smaller stations to perform newsroom-like operations even if they don't have sophisticated NRCS systems.

SmartTemplates

BrainNews supports Brainstorm's **SmartTemplates** for easier data input and graphic updating. SmartTemplates also provide sophisticated replacement and transition effects as well as enable simple graphics to be combined to create more complex ones. This feature expands the graphics possibilities and flexibility of the newsroom, allowing 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.

Newsroom integration

BrainNews seamlessly integrates with newsroom systems such as Avid's iNews or AP's ENPS. It is a **fully scalable** solution, with any number of users and outputs depending on the requirements of the channel.

The system is based on networked PCs and can be scaled up, adding users and outputs according to customer requirements. BrainNews also integrates Brainstorm's ADM (Advanced Device Manager) which transforms commands from input protocols to an output protocol, supporting a wide range of protocols, as follows:

Input Protocols:
- Avid Control Air / iNews Command.
- Neptune Graphics Control Protocol (Pebble-Beach).
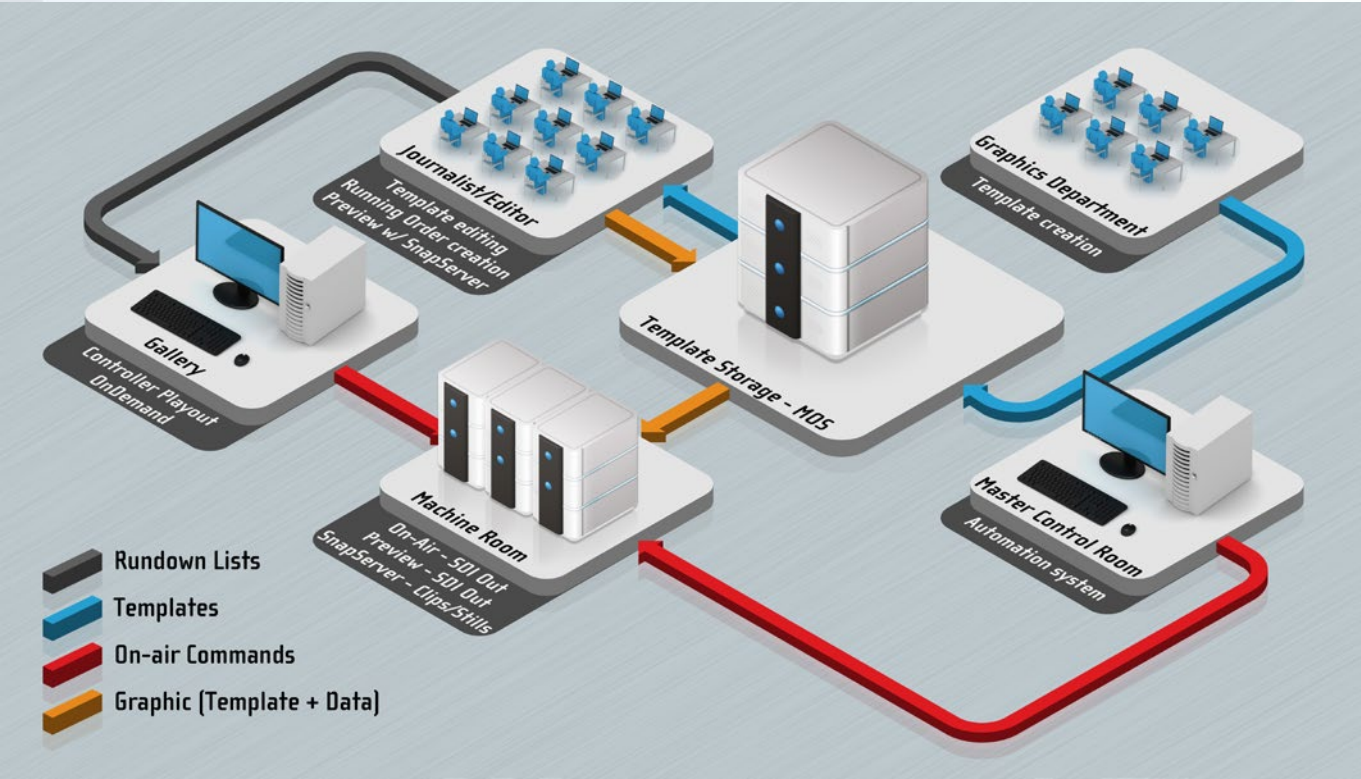- Brainstorm Graphics Automation Protocol (GAP), an XML protocol that allows the control of Brainstorm products by third parties.
- CII (Chyron Intelligent Interface).

Output protocols:
- eStudio.
- Aston (legacy).

Brainstorm's ADM can be used separately and integrated within a branding, automation or continuity system, as it can be controlled by external applications.

- Rundown Lists
- Templates
- On-air Commands
- Graphic (Template + Data)

Key Features

Scalability
Using networked PCs, BrainNews is a fully scalable system that can be tailored to match any channel's requirement and budget.

Newsroom integration
BrainNews is MOS-based and integrates with Avid's iNews, AP ENPS, OpenMedia or VSN.

Multiple format support
BrainNews is resolution independent, supporting SDI and HD-SDI inputs and outputs with video and key. Works in any HDTV flavour plus PAL and NTSC.

Easy template editing
Pre-defined templates are easily accessible by journalists. Users can modify template data at anytime, editing text and data, previewing the changes using the SnapServer prior to on-air.

Support for external data applications
BrainNews' SmartTemplates link seamlessly to external data sources, and can collect data from applications such as spreadsheets, databases, feeds or websites.

Advanced control functions
BrainNews Controller is an easy-to-use module that allows real time preview, live take/next take functions for immediate broadcasting of last minute changes, and the ability to include special commands in the running order for logo o bumper insertion.

BrainNews Components

BrainNews Controller
Software module dedicated to play out the graphics in the gallery. Allows the preview, playout, editing and customization of graphics.

BrainNews Manager
Provides floating licenses in the newsroom.

BrainNews Journalist
Module that allows editing of template graphics. It is not required where BrainNews is integrated with third party newsroom systems like Avid iNews or ENPS. It can also be used in complex systems as a backup to deliver real-time on-air 3D graphics.

BrainNews Client
An ActiveX plug-in used by the journalists to select the templates, or review the list of created graphics, to customize the final graphics. As part of Brainstorm's MOS integration, it works inside the newsroom environment.

BrainNews SnapServer
A dedicated render system that centralises and provides graphics preview for the journalist and full resolution graphics, images or movies.

BrainNews Gateway
A software module to manage the MOS comunications with the Newsroom systems.

BrainNews eStudio Player
The eStudio engine to play the BrainNews graphics.