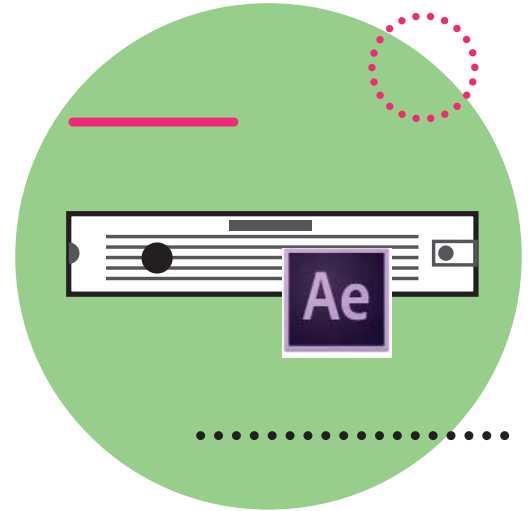


After Burner™ — Adobe After Effects Integration for Morpheus™ and ICE™



Data Sheet

An essential part of any channel is its branding, ensuring a station is instantly recognizable and building brand loyalty. But traditional broadcast graphics devices are expensive solutions due to the processing power required to build the graphics live at air time. Pre-rendering those same graphics off-line would give massive cost savings, but doesn't allow for last minute changes, so is inefficient and complex to manage.



Now SAM can provide the best of both worlds by automating the rendering process using the creative tool of choice – Adobe After Effects.

Capital expenditure is reduced – no dedicated graphics boxes to buy or support.

Operational expenditure is reduced – no need for dedicated training programs on bespoke rendering packages. Instead, you broaden your available talent pool making your operations more flexible.

After Burner integrates seamlessly with SAM's ICE Channel-in-a-Box to provide a single end-to-end solution to give you the most flexible and cost effective solution to all your broadcast playout needs.

Please refer to the separate data sheets for details about the expanding family of ICE based solutions.

From the existing playlist interface you can modify these aspects of your AE Composition:

- Text
- Graphics
- Video
- Audio

No separate interfaces for the operator, just the standard channel schedule.

See status on the progress of your rendered requests in the playlist.

Choose to go back to previous render versions immediately without needing to render again.

All types of graphics, both full frame videos with audio and graphics to be keyed:

- Menus
- Lower Thirds
- Snipes

After Burner automatically generates the right file format from a mixture of requests from the playlist and delivers to the correct destination.

Preview your new renders as graphics keyed over the primary content – 'as live'.

Configurable render window to prevent operators making changes too close to air.

All renders are automatically prioritized according to closest to air priority.

Manually modify the priorities if required.

Supports both simple AE Compositions and more complex nested types.

Incorporate live data at airtime by combining ICE's live graphic overlays into a single MediaBall.

A fully integrated component of Morpheus Media Management framework.

How it Works

- 1 Create your composition with the dynamic areas given specific names.
- 2 Create the equivalent template in the playout system.
- 3 Whenever your playout operator makes a change to those fields for text, images, video inserts or audio, the new version is requested and playlist status updated.
- 4 Render requests are ordered according to closest to air priority.
- 5 The Composition is automatically loaded into the AE render engine, the changes applied instantly and the revised version starts to render.
- 6 SAM's media management tools add the new file to the database and copy the file to the playout device for preview and play to air.



(A highlighted section of playlist showing fields that can be changed by the operator...



^ ...and the resulting rendered full frame After Effects Composition playing on air with modified text, images and sound.

Automate Even Further...

ICE fully supports BXF, so if your traffic system is BXF compliant, these changes can be driven directly from the scheduling system with no operator input required.

To incorporate a browser based proxy QC check step into the graphics delivery, just add Momentum from SAM.

Need to Incorporate Live Content?

If you still need to incorporate up to the second live data, use MediaBalls to combine your AE renders with the live layers included with every ICE – ticker, RSS data, clocks, live audio.

Or use extra DVE squeeze layers to add live video into your AE Composition.



^ A simple Lower Third rendered with transparent alpha channel so it can be keyed over ICE's main program output.

After Burner is one of a family of graphics solutions for ICE.

1. Simple native graphics – clocks, tickers, DVE squeezes.
2. Advanced Graphics - full 2D and 3D real-time render engine for template based graphics supporting last second changes.