



# Avid Motion Graphics

Imagine the possibilities



In today's highly-competitive, image-dominated media industry, media producers need to create stunning visual imagery that cuts through the clutter, streamline their workflows to reduce costs, and build strong brand recognition.

Avid Motion Graphics™ is a next-generation graphics platform built on a revolutionary rendering engine that lets everyone involved in graphics development make the most of their media.

## Key advantages

With Avid Motion Graphics:

- Designers can quickly and easily light up their screens with stunning imagery that creates exhilarating visual experiences
- Journalists can incorporate those graphics into their story-telling, leveraging agile integrations with news and automation workflows
- Business owners can streamline their workflows to save time and money, and build strong memorable brand identities

## Create stunning imagery

From character generation to full 3D animations, customers can create stunning imagery with a complete next-generation creative toolset, featuring an advanced 2D/3D rendering engine and the latest GPU technology.

## Faster-to-air

Customers can quickly get high-quality content to air with tightly-integrated news workflows incorporating high-demand graphics creation tools from both Avid and third-party vendors, industry standard technologies, and plug-ins.

## Easier-to-use

Designed for a wide range of customers from novice to veteran, customers can take advantage of a tool that is both easy to use and easy to learn.

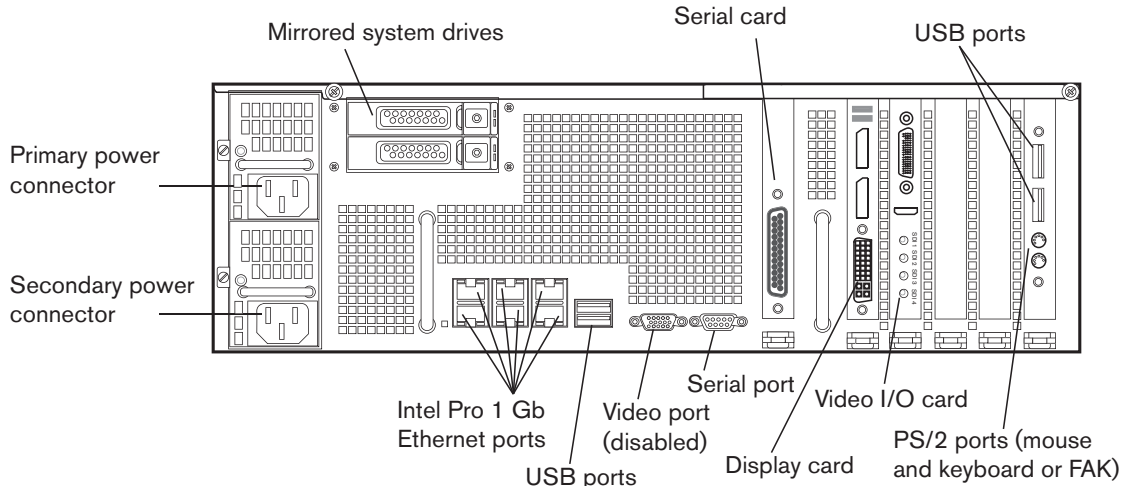
## Deko product family support.

No one gets left behind. Avid Motion Graphics incorporates a bridge to the existing Deko® product family, making it easy for users to migrate their assets to the new Avid Motion Graphics platform and make that transition at their own pace.

## Key functions

Features	Benefits
Live-to-air playout	Dedicated controller and user-programmable keyboards for sequenced graphics
Templated workflows	Access and populate high impact templates built for multiple purposes
Data-driven graphics	Update graphics real-time via integration with third party data sources and applications
Post production extension	Extend creation capabilities where graphics can be keyed in and laid to tape, or created in an editor
Multi-channel distribution	Distribute graphics through multiple channels, raising the ROI of assets across the enterprise
Interfaces with graphics tools and formats	Allows customers to work with most industry-standard products (i.e. Photoshop, After Effects, Maya, 3D Studio Max, XSI)
Distributed architecture	Graphics created in a single location can be transferred to the playout device either manually or automatically
Automated playout	Integrates with automated graphics playout control systems to streamline playout process

Imagine the possibilities



## System specifications

### TURNKEY SYSTEM SPECIFICATIONS

- Platform: Dual 2.4 GHz Intel Xeon Quad Core
- Operating System: Windows 7 Ultimate
- RAM: 12 GB
- Internal Storage: mirrored 250 GB boot drives, 5x 1TB RAID5 drives
- Storage: No DVD
- Keyboard: Standard Keyboard
- Mouse: Microsoft Compatible Mouse
- Ethernet: 6x 1000 BASE-T (RJ-45)
- Ports: 1x Serial RS-232 (DB9), 2x Serial RS-422 (DB9), 5x USB 2.0 (1 Front, 4 Rear)

### PHYSICAL DIMENSIONS

- 3RU Rack Mount Chassis
- Height: 5.25" (133mm)
- Width: 17" (432mm)
- Depth: 29" (737mm)
- Max Weight (shipping) 112 lbs/50.8 Kg

### POWER SPECIFICATIONS

- Dual Redundant Hot-Swappable Power Supplies
- 110/220 Volt 60/50 Hz (Auto-sensing)
- AC Line Current = 15A
- 1100 Watt Maximum Output

### VIDEO INPUTS

- Dual-rate (SD or HD)
- 3G SD and HD-SDI, SMPTE-259/292/296/424, IO-b's
- Single Link 4:2:2
- Dual-link HD 4:4:4

### VIDEO OUTPUT

- Digital
- 3G SD and HD-SDI, SMPTE-259/292/296/424
- Dual-link HD 4:4:4
- HDMI v1.4, 30/36 bits/pixel, RGB or YUV, 2.25Gbps

### DOWNSTREAM KEYS

- Will output graphics with alpha channel over video, matte or framebuffer, or framebuffer content over incoming video or matte

### AUDIO

- 24-bit SDI embedded audio,
- 16 channel, 48 kHz

### VIDEO FORMATS\*

- 48CI 29.97
- 525i 29.97
- 625i 25
- 720p 24
- 720p 25
- 720p 29.97
- 720p 30
- 720P 50
- 720P 59.94
- 720P 60
- 1080i 25
- 1080i 29.97
- 1080i 30
- 1080PsF 23.98
- 1080PsF 24
- 1080PsF 25
- 1080PsF 29.97
- 1080PsF 30
- 1080p 23.98
- 1080P 24
- 1080P 25
- 1080P 29.97
- 1080P 30
- 1080P 50
- 1080P 59.94
- 1080P 60

\*Higher resolution formats available

### REFERENCE INPUT

- Analog Color Black (1V) or Composite Sync (2 or 4V)
- Non terminating, Looping, 75 ohm on K3G-Box, terminated on supplied breakout cable

### LTC

- Input and Output, 2 BNCs

### MACHINE CONTROL

- RS-422, Sony 9-pin protocol

### CLIPDEKO OPTION

- Independent control of clips on each channel
- Real-time 2D size and position of clip layer
- Looping clip playback capability

### CLIP CAPTURE AND PLAYBACK SUPPORT

#### Standard definition

- MPEG-2 I-Frame (25 Mbps), .mxf file format
- QuickTime format supported through import
- Up to two clips with key simultaneous per system

#### High definition

- MPEG-2 I-Frame, up to 100 Mbps, .mxf file format
- QuickTime format supported through import
- Up to two clips with key simultaneous per system

\*System specifications subject to change

### AVID SUPPORT AND SERVICES

Providing faster return on your investment by getting your systems and personnel up and running quickly, maximizing workflow efficiency, and meeting your production schedules. To learn more about Avid Support and Services, please visit: [www.avid.com/support](http://www.avid.com/support).

For more information visit [www.avid.com/avidmotiongraphics](http://www.avid.com/avidmotiongraphics)

Corporate Headquarters  
800 949 AVID (2843)

Asian Headquarters  
+ 65 6476 7666

European Headquarters  
+ 44 1753 655999