

# NEURON

## BRAINSTORM'S PATHWAY TO BROADCAST GRAPHICS MANAGEMENT

Neuron is a sophisticated, MOS-compatible on-air graphics control system that enables the integration of Brainstorm's powerful real-time high-quality 3D graphics engine into the broadcast workflow without the need for continuous input from designers.



Neuron is MOS-compatible and seamlessly integrates with newsroom systems such as iNews, ENPS, OpenMedia, Octopus and VSNNEWS.

Neuron is a scalable solution based on networked PCs, with any number of users and outputs depending on the requirements of the channel. MOS compatibility allows the seamless integration of graphics into the rest of the newsroom and traffic environment, as it supports the inclusion of graphics in larger workflows including design departments, NLEs and continuity.



Neuron allows for drag and drop management of playlists, which can be further edited. The playlist can be sent to the on-air command system, and last minute graphics can be added immediately from the command system or directly from the newsroom. Additionally, Neuron allows for manual operation of playlists, creating a backup system for on-air operation via Neuron Controller, which allows real-time preview, live take/next take functions for immediate broadcasting of last minute changes, plus the ability to include special commands in the running order for logo or bumper insertion.

Initially designed for news operation, Neuron currently integrates into most of the common broadcast workflows, enhancing the newsroom with the support of continuity and broadcast traffic as well.

### WHY NEURON

Neuron is a fully scalable broadcast graphics management system that can be tailored to match any channel's requirements and budget.

- Neuron is MOS-compatible and integrates with most commonly available newsroom, automation and traffic environments.
- Users can create, manage, edit and schedule template-based graphics within the system, and add them to rundown lists.

### WHO NEEDS NEURON

Broadcasters of any size - Specialized channels

### WHAT MAKES NEURON UNIQUE



#### TEMPLATE-BASED GRAPHICS

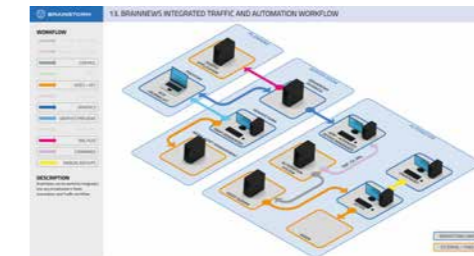
Graphics templates can be designed and created in Brainstorm products such as eStudio or Aston or in industry-standard tools (Photoshop, After Effects, 3D Max and many other) and then imported into Neuron. Templates can be as simple or complex as required as well as further refined by updating text and graphics which can be input manually or driven by data sources.

Neuron supports Brainstorm's SmartTemplates which also provide sophisticated replacement and transition effects and enable simple graphics to be combined to create more complex ones.

#### COMPREHENSIVE WORKFLOW

Neuron integrates into and simplifies the broadcast graphics workflow, supporting the playout of graphic

and templates created in Brainstorm products or 3rd party software packages. Once a series of templates is created they can be imported into the system and modified at any time. Users 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.



#### BEYOND THE NEWSROOM

Neuron can provide a channel with a complete, shared and centralized control and management system for all kind of graphics. The system integrates seamlessly in the newsroom, but transcends the news requirements to include branding or animated promos. The playout of these graphics can be performed as the workflow requires, by creating, managing and scheduling playlists, or even directly from the continuity or traffic system.

#### NEURON ADM

Neuron can include the ADM (Advanced Device Manager) that translates commands from input protocols to an output protocol. Brainstorm's ADM supports the following protocols:

##### Input Protocols:

- Avid Control.
- Neptune Graphics Control Protocol (Pebble-Beach).
- GAP (Brainstorm Graphics Automation Protocol). This is a Brainstorm XML protocol that allows the external control of Brainstorm products by third parties.
- CII (Chyron Intelligent Interface)

##### Output protocols:

- eStudio
- Aston

ADM can also be used separately for customers who require integration in a branding, automation or continuity system, as it can be controlled by external applications.



+ Info:  
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Brainstorm reserves the right to alter any specification without prior notice. Please contact us for updated information.

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