

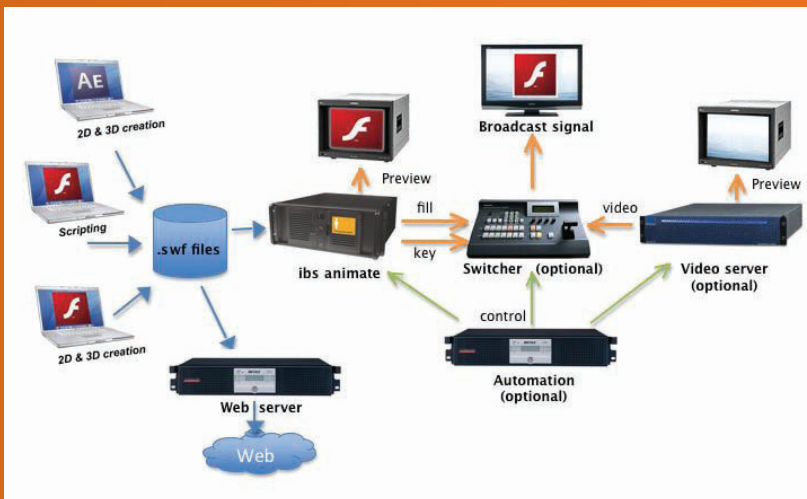


Paradigm shift

Broadcasters embrace the Adobe® Flash® Platform, Adobe Creative Suite® 4 Production Premium software, and ibs animate to cut costs, boost quality, and deliver to multiple distribution channels

For years, television broadcasters have relied on expensive, proprietary systems to create eye-catching animated graphics content and play them out on air. This approach, however, is rapidly giving way to a new paradigm.

Today, forward-thinking broadcasters are embracing the benefits of open, cost-effective desktop tools that provide them with more creative options and a way to quickly create and deliver on-screen graphics, not only to television, but also to new media channels such as the Internet and mobile devices. Among the core technologies driving this shift are the Adobe Flash Platform, Adobe Creative Suite 4 Production Premium software, and ibs animate, a broadcast-quality video and graphics server from first person media ltd.



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Daniel Mueller, managing director, first person media

“ibs animate is both a video server and real-time rendering engine for graphics and animations in the SWF format,” explains first person media Managing Director Daniel Mueller. “ibs animate inserts the Adobe Flash Platform into the middle of the broadcast chain, giving broadcasters a more cost-effective, flexible, and creativity-enhancing alternative to high-end proprietary systems.”

The BBC: an eager early adopter

Broadcasters are already adopting ibs animate and Adobe tools to enhance the quality of their broadcasts while reducing costs. In September 2008, the BBC became the first ibs animate customer. The BBC launched a new Gaelic television channel, BBC Alba, for viewers across Scotland. It features high-quality programming with documentaries, sports coverage, music, entertainment, and daily news. The sustaining service for the channel, which is on air 19 hours per day and includes data-driven graphics, animations, and branding, is created using Adobe Creative Suite 4 Production Premium software and delivered to the screen on the fly with ibs animate, which leverages Adobe Flash technology.

“Companies like BBC can use ibs animate and Adobe tools to deliver the quality viewers expect, at a fraction of the cost and time of using proprietary systems for designing and delivering animations and on-air graphics,” says Mueller.

A simple workflow, driven by Flash technology

The ibs animate workflow is simple. Broadcasters first create the on-air content and graphics—2D and 3D animations or video, for instance—using any design tool that can create a SWF file, including Adobe Flash CS4 Professional, After Effects® CS4, or Encore® CS4 software, among others.

They then load the SWF file into ibs animate and send a play command to the system. ibs animate generates the graphics in real-time. It can also play out video files or pass through live video, complete with the correct transparencies and graphics and animations precisely keyed on top of the video. ibs animate can also accept content from external sources such as user-generated text messages or viewer images and video clips, and integrate this external content into the overall broadcast stream. The resulting broadcast stream can then be delivered to TV, the Internet, or mobile devices.

Many advantages for broadcasters

This intuitive workflow and the use of standard Adobe tools offer a number of advantages for broadcasters. Using proprietary systems, broadcasters must maintain multiple different

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content creation and delivery workflows for TV, the Internet, or mobile devices. On the other hand, by using components of Adobe Creative Suite 4 Production Premium software to create content, broadcasters can leverage the same designs across all delivery channels. This enables broadcast companies to reduce production costs and move more quickly and efficiently into delivering content to new media channels such as the Internet and mobile TV.

The solution based on ibs animate and Adobe Creative Suite 4 Production Premium also lends itself to other applications that broadcasters can use to extend their audience reach. It is ideal for sports and news graphics, user-generated content and can also be used to create and deliver web-based and mobile games, allowing companies to engage audiences with content via multiple channels and devices.

The widest possible reach, plus more creative options

Once content is created, it can be reliably delivered and consumed. The Adobe Flash Platform is the de facto web standard for delivering interactive content and video, with the widest reach in the world across operating systems and browsers on a wide variety of PCs

and devices. Adobe Flash technology is on more than 98% of Internet-connected computers, 800 million devices, and it delivers more than 80% of web video worldwide, so broadcasters can be assured that their content is presented consistently, and in the format users want.

“The cross-platform and mobile capabilities of the Adobe Flash Platform make it the ideal choice for broadcasters that want to create and deliver entertaining content to audiences regardless of platform or device,” says Mueller.

Broadcasters also have a wide range of flexible options for on-screen branding and promotions due to the flexibility of the Adobe Flash Platform. They can create everything from simple bugs and lower third graphics to advanced 2D and 3D animations using standard, off-the-shelf Adobe tools. Idents and interstitials can be created using Adobe Flash CS4 Professional or other Adobe applications and inserted directly into the broadcast stream using the ibs animate.

Fast ROI

The ibs animate solution and Adobe software can dramatically reduce costs for broadcasters, leading to fast return on investment. Because of the use of standard desktop tools for design, broadcasters can change their branding more

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Challenge

- Reduce costs for broadcasters
- Leverage one design toolset for multiple channels
- Enhance quality of broadcasts
- Provide more creative options for branding, graphics, and animations
- Ensure reliable delivery of content via TV, the web, and mobile devices

Solution

- Design graphics and animations using Adobe Creative Suite 4 Production Premium
- Use ibs animate to insert content in the SWF format directly into the broadcast stream for delivery to TV, web, and mobile channels
- Take advantage of the Adobe Flash Platform to maximize audience reach

Benefits

- Reduced costs by leveraging the same designs across multiple delivery channels
- Saved up-front expense by using standard, off-the-shelf hardware and software
- Delivered ibs animate, a video and graphics server solutions that provides lower up-front, operating, and maintenance costs
- Took advantage of world-class creative tools to increase quality
- Used Flash technology to reliably deliver content via multiple channels

Toolkit

- Adobe Flash Platform
- ibs animate

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frequently and cost-effectively. For graphics creation and delivery, they can use standard PC workstations and off-the-shelf software that cost a fraction of the hardware and software involved with proprietary systems. They can further lower expenses by combining multiple tasks onto a single system. Using desktop-based preview software from first person media, they can review in advance how broadcasts will look with video and on-air graphics and animations combined. Proprietary systems typically require another expensive add-on system for previews.

first person media initially started out with a solution that used the company's own graphics authoring software, but Mueller quickly realized that no matter how good his company's design tools were, Adobe's would always be better.

According to Mueller, Adobe has a living, breathing, and vibrant community of users and developers. In order to create a world-class solution, first person media saw that it needed to base its systems around Adobe Creative Suite 4 Production Premium and the Adobe Flash Platform.

"In every industry in the world, there is a shift toward open systems and standard, off-the-shelf tools," says Mueller. "The same is true in broadcast, where companies are moving away from proprietary systems and toward the Adobe Flash Platform, standard desktop hardware, leading Adobe creative applications, and systems such as ibs animate to engage with audiences across platforms and channels. It's a new model that has countless benefits for broadcasters."



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