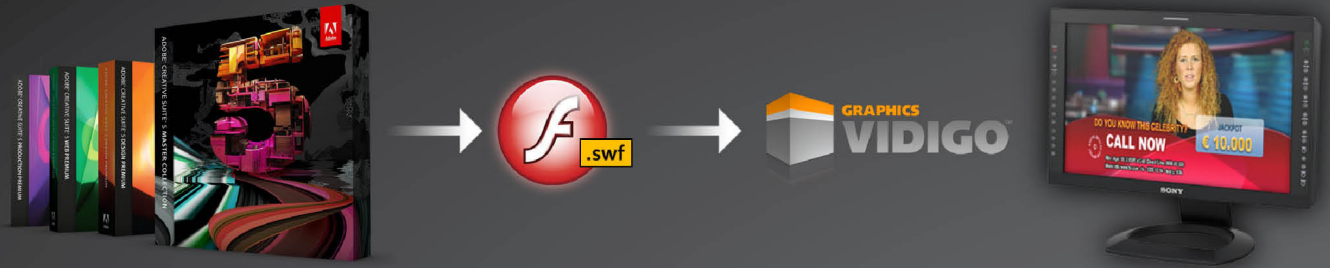




Adobe

# VidiGo Graphics

The new star in the studio



Adobe® Illustrator® CS5,  
Adobe Photoshop® CS5,  
and Adobe Flash®  
Professional CS5

The right graphics can transform a good TV show into a must-see event. Traditionally, technical staff has created broadcast graphics using expensive, proprietary systems. The process was slow—not conducive to the fast-moving world of TV—and creative options were limited. But now, using VidiGo Graphics, stations can use all the powerful tools in Adobe Creative Suite® 5—Adobe Illustrator CS5, Adobe Photoshop CS5, and Adobe Flash Professional CS5 software—and then render the files for on-air consumption in VidiGo Graphics.

"We saw the parallels between TV production and the way graphics are created for the web using Adobe Creative Suite 5. We realized we had a huge opportunity," says Hans Krouwels, chief executive officer for VidiGo. "We created VidiGo Graphics—based on Adobe Creative Suite—to run on standard PCs, allowing stations to maintain the same quality as high-end systems, at a fraction of the cost and many times the speed and flexibility."





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**Hans Krouwels, CEO, VidiGo**

Several customers have already adopted VidiGo Graphics, including L'Equipe, a sports news corporation with the number one news website in France. "In the past, we used a dedicated system that had little to no flexibility," says Oliver White, graphic designer and developer for L'Equipe. "Every time we needed to make a graphics change, we had to call a software engineer. Now we change the graphics or script ourselves in Adobe software, publish it in VidiGo, and go!"

VidiGo Graphics has also moved to the United States through support of companies such as BTi, a broadcast solutions provider. "With VidiGo, our customers have all the tools in Adobe Creative Suite 5 software to create

things like snowflakes or other effects that would be very difficult to produce on other platforms," says Matthew Doig, solution developer for BTi. "VidiGo and Adobe have the potential to completely change the way broadcast graphics are being created today."

Another benefit: with VidiGo Graphics, users can work from laptops, so artwork and coding are no longer tied to bulky, proprietary graphics generators. Small, portable laptops take creative power on the road, an option more suited to today's fast-paced broadcast environment.



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