

MASTER CONTROL SWITCHER WITH INTEGRATED BRANDING

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BrandMaster

BrandMaster™ is the world's first family of **Branding Switchers™** made by a company that fully understands channel branding. BrandMaster puts a complete suite of automated broadcast graphics tools and full master control functionality inside a single, integrated device, making it easier to deliver a consistent, fully realized identity for a channel.

BrandMaster delivers dynamic branding and control by injecting sophisticated graphics capability for branding where it belongs — directly at the point of transmission — while simultaneously reducing the complexity of the signal path and streamlining the channel branding process.

Streamlining the signal transmission chain significantly reduces the amount of equipment, power consumption and total cost required to deliver a uniquely branded broadcast channel. BrandMaster is easily deployed for single or multi-channel environments and supports both standard and high definition video formats.

Graphics Capabilities

Recognizing the need to match budget and graphics requirements for a range of channels, BrandMaster is available in three different versions. The emerging need for Stereoscopic 3D graphics is supported within the BrandMaster range and allows the re-use of pre-existing graphics templates, maintaining a familiar workflow.



Complex graphics are easy to create, enhancing your brand



Video Switch Panel - Our fully configurable custom hardware panel



BrandMaster supports a wide range of branding requirements for both standard and high definition channels including multi-layer static and animated logos, clocks, text crawls, multiple tickers, DVE moves such as squeezeback, EAS and many other graphics elements. Full audio support is included for multi-channel sound with shuffling and voiceover capabilities.

Premium channels demand the ultimate in branding graphics. BrandMaster 3D adds real-time 3D and multi-channel 3D DVE capabilities within a compact 3RU chassis. Dynamic text and live video from internal and/or external sources can be mapped onto sophisticated 3D models with keyframe animation.



BrandMaster Clips adds two HD video clip players. Each clip player delivers video and key streams and has its own 2D DVE.

The clip players can be used for animated backgrounds, snipes, bumpers or even promo playback, freeing up ports on upstream video servers.

Pixel Power's dedicated clip subsystem and mild compression provide the highest quality of video playback. Occupying only 3RU of space, BrandMaster Clips includes 2 hours of HD clip storage, expandable internally up to 8 hours.

BrandMaster Options

- **External Key/Fill Option** - Allows an external key and fill source to be combined with the internal graphics layers and keyed over the output of the A/B mixer. This could be used to incorporate a facility wide set of common graphics used on multiple channels.
- **Dolby® E / Dolby® Digital Processing** - The Dolby option allows the decoding of incoming Dolby E audio, to permit internal processing, and subsequent re-encoding for output, prior to transmission.
- **3D Cell Animation Playout** - Adds support for live texture mapping of BrandMaster objects including text, static or animated logos and clocks onto pre-rendered 3D cell animations (RPF sequences).
- **2D DVE of Live Inputs** - Resize and reposition live video sources sustaining the highest image quality and with a constant two frame latency through the system.
- **EAS Option** - BrandMaster interfaces with common EAS receivers via RS232 to provide high priority overlay of EAS messages, including weather warnings and amber alerts.

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Control Panels

BrandMaster supports a range of hard and soft control panel options designed to meet the varied requirements of different master control environments.

Soft panels with optional touch screen

User defined soft panels may be created using Pixel Power's Panel Definition Editor to produce a software mimic of a hard panel, or a custom soft panel layout.

Additionally, the Pixel Power Management Console (PPMC) may host a soft control panel together with other user controls such as those for playout and audio control, to create a comprehensive Master Control operator station.

Hard panels

A fully configurable custom hardware panel – the Video Switch Panel (VSP) is available with BrandMaster. This features backlit LCD buttons for program and preset source identification, dedicated keys, audio fader and multi-colour TFT buttons which are fully customisable, allowing a precise mapping to operational needs and reducing the chances of error.

A range of traditional 19" rack mount LCD button panels in sizes ranging from 1RU to 5RU may also be used with BrandMaster, providing from 17 to 119 function buttons.

"VSP will have users re-thinking what can be done within a standard 19-inch width and 3RU form factor."

Configuration and Control

BrandMaster operates autonomously with no direct user interface. Configuration, management and operational control is provided via the front panel, the Pixel Power Management Console (PPMC) and serial and TCP/IP automation protocols.

The PPMC software facilitates:

- Connection to one or more BrandMaster systems via Ethernet.
- Configuration of BrandMaster system hardware and software settings.

PPMC for BrandMaster

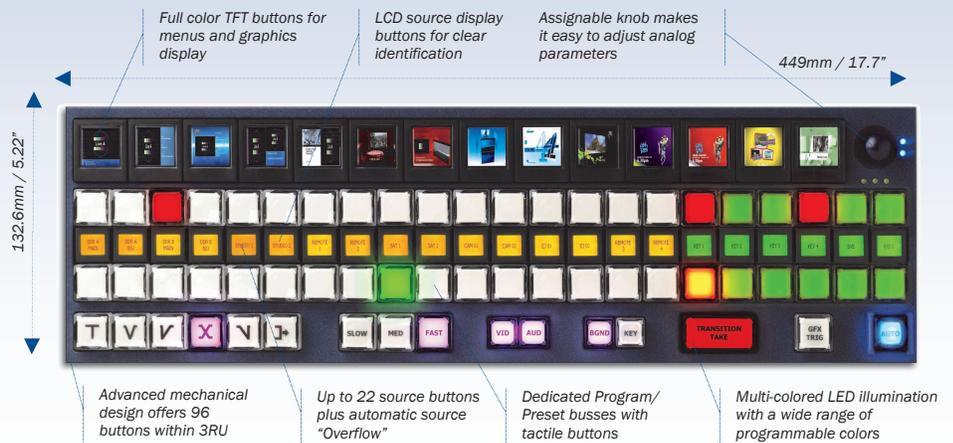
Pixel Power Management Console (PPMC) fully supports the creation of custom soft panels for BrandMaster.

A built-in layout editor is included that brings drag-and-drop simplicity to the process of creating or modifying a panel design. In addition to supporting any traditional layout required by operators, PPMC goes beyond mere hardware panel mimicry to enable unconstrained panel designs to suit any requirement. This allows PPMC to unlock novel control possibilities such as the use of touch screens, including

multi-touch and gestures, to lend further flexibility to efficiently meet any master control requirement.

System Integration

Like most new generation master control products, BrandMaster utilizes an upstream router for crosspoint switching. With full support for major routing protocols the



Dual redundant panel power supplies • Low power silent operation • Shallow panel depth for desk or rack mounting

Video Switch Panel



PPMC controlling BrandMaster

All functionality available on the hardware VSP is available in a soft panel version within the PPMC GUI

system can work with local master control routers or busses on the main station router, connecting via serial or TCP/IP Ethernet.

BrandMaster implements the industry standard GVG M2100 protocol, giving plug and play compatibility with all leading automation systems.

Graphics recall on independent layers may be implemented using the established Pixel Power XML protocol or legacy serial Intelligent Interface protocol.

Router Control

Usually found only on expensive, stand-alone router solutions, Pixel Power has built router salvos directly into BrandMaster via the Pixel Power Router Control Service (PPRCS), allowing the use of low-cost routing switchers. This gives broadcasters

new cost effective options to consider when designing their master control systems.

The feature means that single button channel assignment can now be made from any BrandMaster control panel. Upon selecting the new channel to be controlled, sources, destinations, panel labelling, and monitor wall feeds all re-map automatically, instantly reflecting the support requirements for the current channel.

Audio

BrandMaster allows a sophisticated range of audio operations to be carried out without the need for additional hardware. Operations such as audio duck, mix and mute are supported on a range of internal and external discrete or embedded sources. With the addition of a Dolby processing option, Dolby E multi-channel audio can be decoded, mixed with audio from other

sources and re-encoded as either Dolby E or Dolby Digital (AC3) on the output, after other audio operations have been applied if required.

Graphics Workflow



BrandMaster is a playout device and has no built-in creation tools. Graphics are prepared using Pixel Prep software or Clarity hardware systems. Once complete, graphics are then transferred via the network to the BrandMaster playout device.

The choice between Pixel Prep software or Clarity hardware systems depends on requirements and budget. An appropriately configured Clarity system has the benefit of providing a real-time preview, including video clips, real-time 3D and live video sources.

FEATURES AND OPTIONS

Master Control Features	BrandMaster	BrandMaster Clips	BrandMaster 3D
A/B Mixer	✓	✓	✓
External Router Control	✓	✓	✓
Industry Standard Automation Protocols	✓	✓	✓
Configurable Software Control Panel	✓	✓	✓
Multi-color LCD Button Panels (17, 51, 68 & 119 button)	0	0	0
Pixel Power Management Console (PPMC)	✓	✓	✓
Dual Channel 2D DVE	0	✓	✓
Dual Channel 3D DVE	x	x	✓
4:2:2:4 video clip players with DVE	x	2 (HD) or 4 (SD)	2 (HD) or 4 (SD)
Timecode Reader	0	0	0
Dolby E/ Dolby Digital processing	0	0	0
EAS Option	0	0	0
External Key & Fill Option	0	0	0
Temperature Probe Option	0	0	0
Graphics Features	BrandMaster	BrandMaster Clips	BrandMaster 3D
Independent Layer Control	✓	✓	✓
Static Logos	✓	✓	✓
Animated Logos	✓	✓	✓
Digital Clocks, Counters and Stopwatches	✓	✓	✓
Multiple Tickers and Crawls	✓	✓	✓
Shape Tools	✓	✓	✓
Wipe, Type and Fade Effects	✓	✓	✓
Cool Moves Animation Effects (for text, images and cels)	✓	✓	✓
Smart Moves Animation Effects (for text and images)	✓	✓	✓
RPF Live Mapping 3D Cell Playout	0	0	✓
Real-Time 3D Engine	x	x	✓
Unicode Font Support	✓	✓	✓
Text Templates	✓	✓	✓
500 Fonts Pre-Installed	✓	✓	✓
Enhanced Shape Tools	x	✓	✓
Notes	✓ = Standard 0 = Option x = Not Available		

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