



LG-EX-01

Logo Matic

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Logo Insertion and Channel Branding

Broadcasters everywhere are looking for ways to promote their channels in new and exciting ways. Logo Matic, from IP Solutions Ltd., is the all-new logo insertion system that will help you create your new station ID and branding look, at a very attractive price. From simple static logos, to complex pages of graphics, logos, text, and tickers; Logo Matic is all you need to achieve that new creative look.



Clear and Easy To Use Interface

Logo Matic is a Windows based application that provides a comprehensive set of tools to create, manage, and playback a wide variety of logos, text and graphic images. Commands are available to size and position any logo or graphic element on the screen and save for future recall. Saved logos are displayed in the provided asset browser allowing the operator to recall logos by clicking on the graphic or by recalling using the supplied dedicated control panel. Designed to make the operator's life easy, Logo Matic's simple to use interface minimizes the chances of on-air mistakes. For automated applications, Logo Matic supports automation Intelligent Interface commands so control from your automation system is a simple task.

Applications:

- Live Control Rooms
- Master Control Rooms
- Remote Production Trucks
- News Studios

Features:

- Easy to learn and use
- High quality text and graphics
- Unlimited animated logos on-screen
- Preview on VGA screen
- Small, fits anywhere, dedicated control panel
- Background combiner and graphics restyling tools
- Unlimited storage capacity
- Small 2RU chassis
- Base on broadcasting quality hardware for superb picture quality
- 525 and 625 line standards
- Delivered fully tested and integrated with Windows 2K & XP



Static and Animated Logos

Logo Matic supports an unlimited number of static and animated logos. Animated logos are flipbook animations that are played back in real-time. Flipbook animations are easy to create using inexpensive software tools that are commonly used in graphics departments. Once imported, logos can be placed anywhere on the screen and can be combined with static graphic elements as well. When complete, the logo with all of its setup parameters can be stored on the hard disk for future recall.

Text and Tickers

What sets Logo Matic apart from other systems is the ability to add text and automated tickers to your on air logos. Text elements can be used in conjunction with other graphics or by themselves. Tickers provide a way to automatically update onscreen text with data coming into Logo Matic from either Ethernet or RS232 connections. Time and temperature are just two examples of how this function could be used. Why tie up your expensive CG when Logo Matic can do it all.

Background Combiner and Restyling Tools

Your graphics artist will appreciate the ability to create 32-bit transparent logos and/or backgrounds, using the standard video capture feature. Once images are captured they are available on the network so they can be shared with other workstations in the Graphics department. Software tools are provided to convert pairs of 24bit graphics files and create valid 32bit logos. Any SDI source connected to the Logo Matic video input can provide the fill and key required. The Background Combiner will match them together to create a 32 bit graphics file ready to be used as a logo or background. The Restyling Tools complement the combiner with graphics processing, painting and editing capability.

Superb Picture Quality

The architecture of Logo Matic is an uncompressed 4:2:2:4 signal path. Playback of all logos is done using a high performance graphics card. Picture and key outputs are provided to feed your switcher directly or the graphics card provides a 10 bit linear keyer so logos can be inserted downstream from your switcher.



All Systems Include:

2RU chassis
Recall Keyboard
GPI Interface
Intelligent Interface protocol
Serial ATA 120GB hard drive
CD writer with software

Options Include:

Additional storage
Internal clip player
1RU Chassis
4RU Chassis
DVD writer

Graphic Cards Include:

10 Bit signal performance
Video and key I/O
High quality digital keyer
Analog Preview

Service and Support

All Logo Matic configurations are fully integrated and tested solutions that are built to order. Only the Latest technology is used to ensure high quality and long service life. Training and support can be arranged through IP Solutions Ltd.

Your Next Step

To discuss your needs and obtain a price quote please contact us at +852 2850 8383.