GraphicsFactory

Product Sheet

Create Graphic template once — **Apply custom effects into video for distribution** — **File Delivery**

Save time and money

Increase the value of your media: automate targeted graphics insertions

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Telestream GraphicsFactory® is a powerful software product and solutions that automates targeted graphics insertion in file-based workflows. Layered graphic templates include text, audio, images and drop shadows, along with fade-ins/fade-outs and Quick-Time movies that start and stop on a timeline.

Reduce costs; Increase revenues
GraphicsFactory's build once, apply to many model offers a fast, efficient means to automatically personalize media for any number of distribution outlets. Add promos, bumpers or trailers, brand and localize media for any number of clients. Since it is built on top of Telestream's world-class FlipFactory transcode engine, the output can automatically be flipped into a broad range of formats to quickly meet virtually any distribution need.

Using GraphicsFactory increases productivity
An editor simply creates a graphics template once. The template can then be handed off to an assistant who applies simple metadata to tailor and reuse the template for different video assets or automatically populate the template from a database.

Powerful workflow automation tools allow users to create hands-free factory processes. Simply set rules for where to locate source files, what to do with them, and where to deliver them.

Then, graphics and source video files are submitted to GraphicsFactory for automatic processing, transcoding to required formats, and delivery to distribution servers. Users receive consistent, high-quality output results every time factories are executed.

With GraphicsFactory, editors can focus on the creative, rather than repetitive, mundane graphics assembly tasks. Users can also drive graphics production from external systems with fully automated metadata integration. Importantly, there is no need to convert media from its original clean archival format to apply graphics.

Template Creator Client – assemble once
- Easy to use drag/drop functionality to assemble a collection of movies, images, text and objects
- Organizes both spatially and temporally
- Preview window allows you to see your work and edit in a visual environment
- Virtually any attribute can be specified as a variable with unique instructions for data entry

Template Submit Tool – apply graphics into video
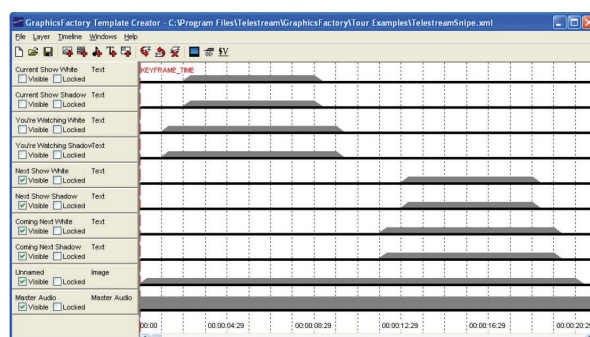- Fill-in-the-blanks user interface simplifies repetitive media submission

Graphics Engine – automate processing and delivery
- High-volume production of graphic effects with user-defined factory tasks is completely automated

  • Access and ingest video files from archives and servers

  • Transcode to required file formats

  • Add tailored graphics layer –with data, specific for each job

  • Add black to the start, end, or middle of the source clip to allow bumper, trailer, and interstitial overlays

  • Deliver customized files to one or multiple distribution points

Peace of mind integration and support
Customers rely on our proven expertise in transcoding and workflow automation to meet their challenging multiformat workflow needs. You can rest assured that our highly-skilled technical team will be available to provide the quick and comprehensive support and guidance you need to fully leverage the power of your Telestream product.

Template Creator

Template Preview Window

ROBUST INDUSTRY SOLUTIONS

Cable/VOD	Apply seasonal and regional logos, promotions, QuickTime movie and audio overlays
Mobile & Web	Repurpose content with custom localization for multiple distribution outlets
Broadcast & IPTV	Simplify the assembly and delivery of logos and promos as part of the video workflow
Entertainment	Add security coding to video before transmission (visible watermarking)