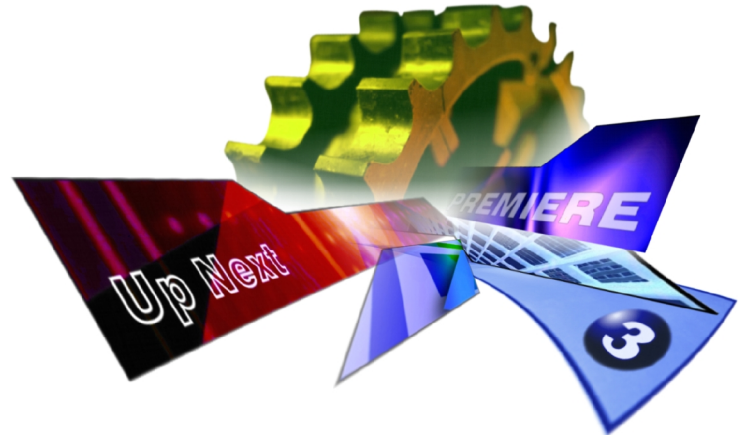




# GraphicsFactory™

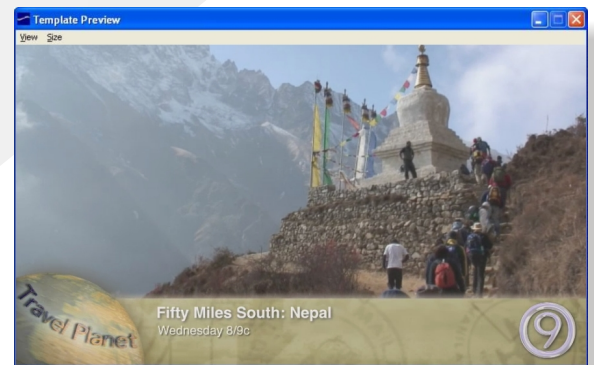
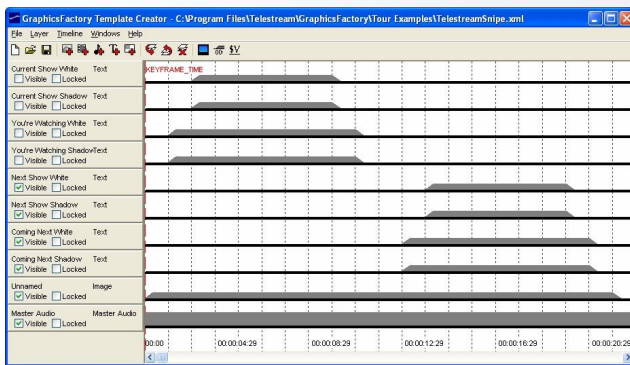
Automate targeted graphics insertion

- **Increase the Value of your Media**  
Automatically repurpose, brand and tailor media for multiple distribution outlets
- **Reduce Costs**  
Read once, create many. Template-driven automated graphics assembly
- **Quick, Easy Graphic Layers**  
Framework allows text, images, drop shadows, fade-ins/fade-outs, audio overlays, and QuickTime movies on a timeline
- **Maintain Clean Archives**  
No need to convert media from its original clean archival format to apply graphics
- **SDK Integration**  
Drive graphics production from external systems with fully automated metadata integration



GraphicsFactory™ is a powerful FlipFactory software option that automates targeted graphics insertion in file-based workflows. A *build once, apply to many* model offers a faster, more efficient means to personalize media, add promos, brand

and localize media for a variety of high-volume distribution requirements. Layered graphic templates include text, audio, images and drop shadows, along with fade-ins/fade-outs and QuickTime movies that start and stop on a timeline.



## Robust Industry Solutions

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



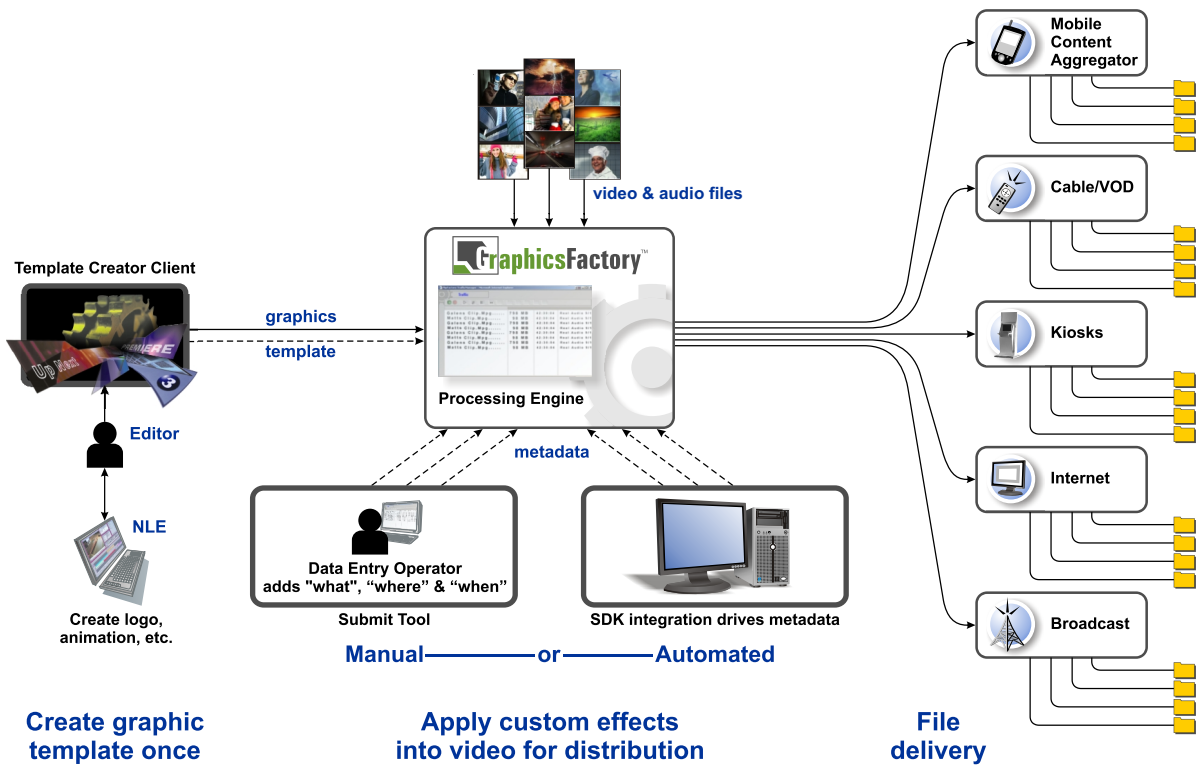
### Using GraphicsFactory

An editor creates a graphics template once. The template can 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.



**Create graphic template once**

**Apply custom effects into video for distribution**

**File delivery**

#### 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