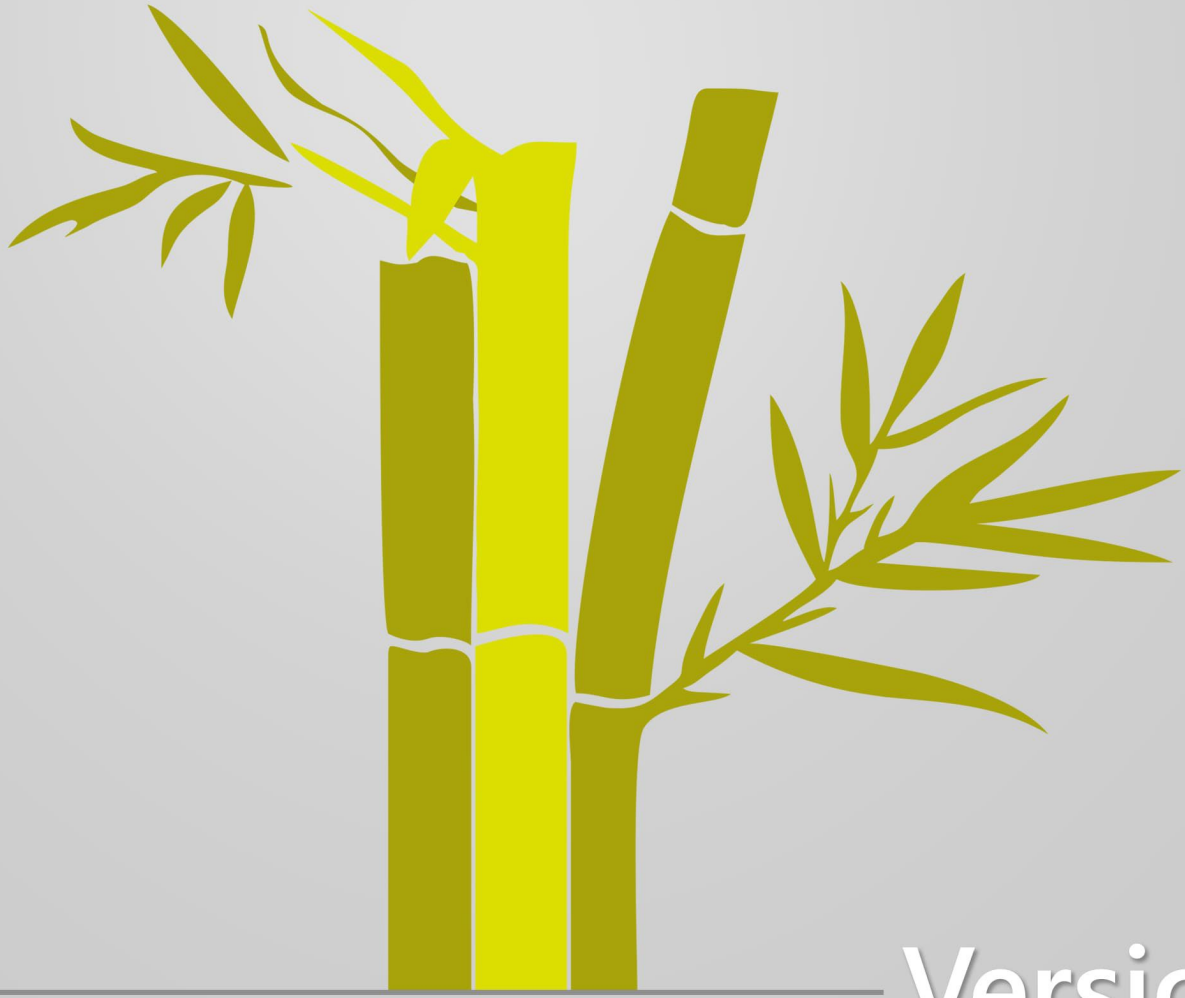
WASP3D

#rtgfx4all



Version 3.9

Nectar

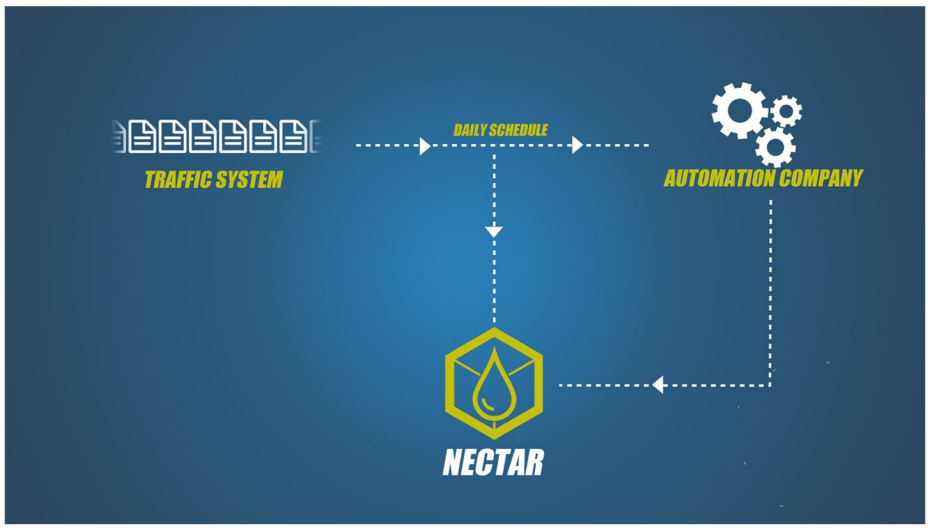
Secondry Graphics Management

Realtime 3D Broadcast Graphics

Nectar

Secondary Graphics Management - Rule Based Automated Graphic Insertion

WASP3D holds the key to let channels overcomes the challenges of last minute changes to the rundown and daily manual entry of secondary graphics through its Channel Branding Solutions – Nectar, a "Rule Based" automated secondary graphics insertion platform.



Nectar's network-based workflow is scalable, catering to single and multi-channel networks.

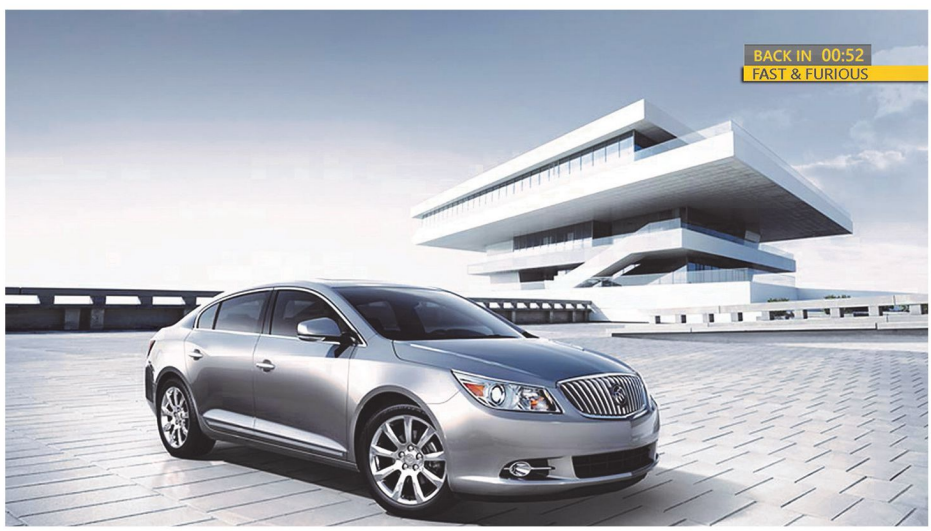
Secondary Graphics comprises of Scheduled Content Graphics

Graphics like "**Back In (on video Commercials), Now/Next "Program Name"**

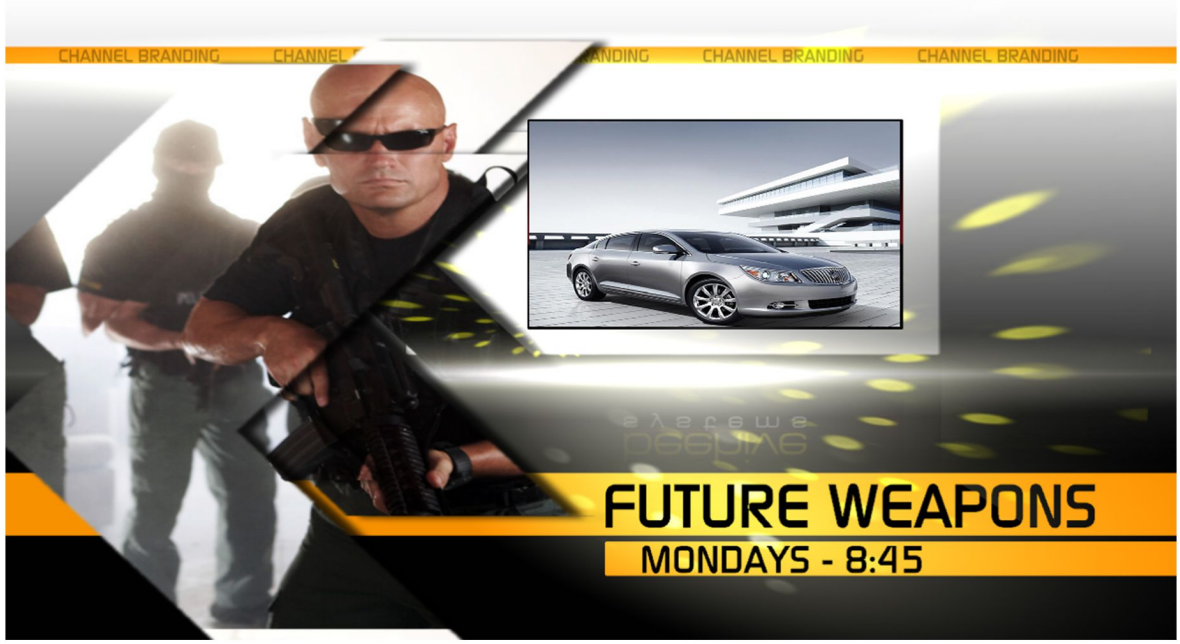
For automated insertion of scheduled content related graphics, logic driven offset based rules can easily be created for data population of the secondary events. The lifetime of the rules can also be defined. This eliminates the need for manually adding secondary events to the automation systems rundown. The users do get the added functionality to manual insert secondary event graphics.

Typical Examples of Scheduled Secondary graphics

User designed **Digital & Analog Clock** functions can display multiple clocks simultaneously with time offsets. The clock add-in lets users wire (i.e. link) any scene object as a hand of a clock.



Easily create **3D scrollers and rolls** and connect them to external data sources such RSS feeds, Excel & SQL databases among others.



Triggers can be generated within a scene or across multiple scenes. When multiple scenes are simultaneously played, the scene triggers can automatically modify the position, animation of the templates.

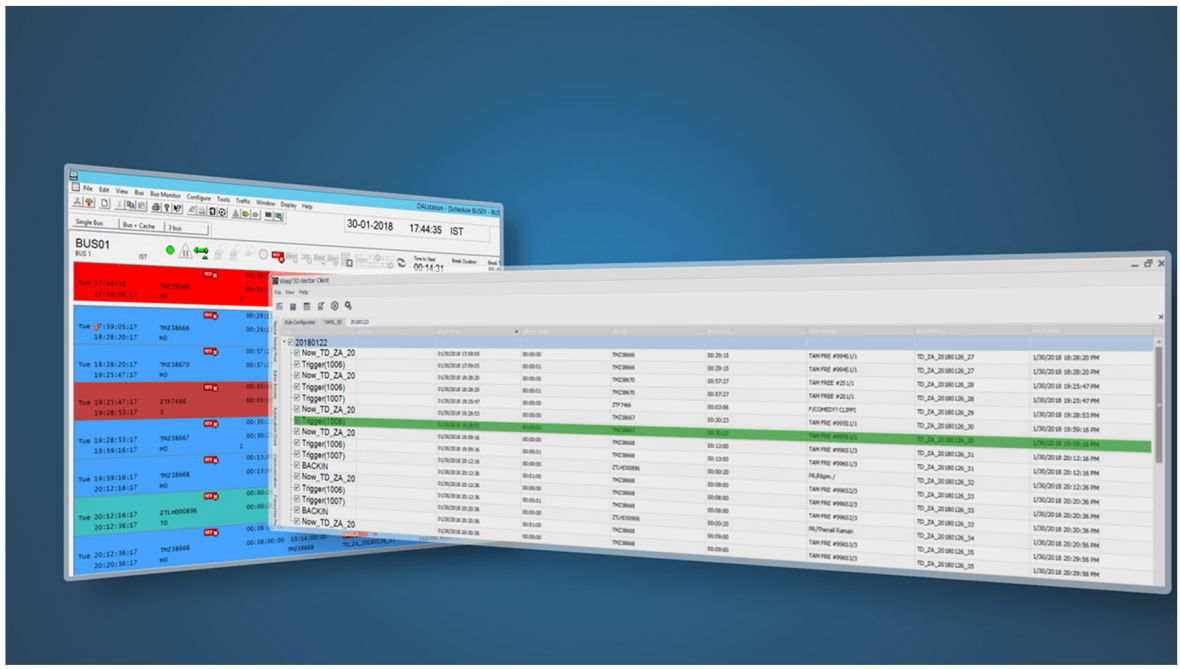
E.g. When a lower-third scroller is on-air, the next graphics triggered can be positioned to appear above the lower-third.

When the lower-third is not On-air, the graphic can appear at its original position.

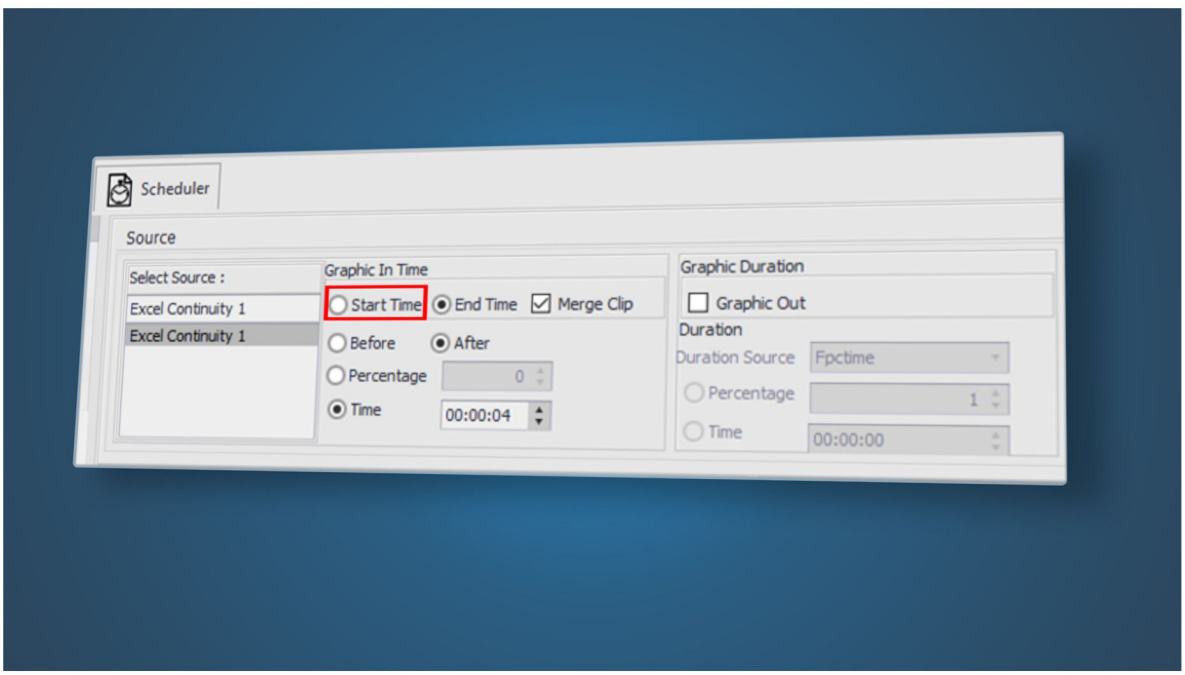
The Solution Comprises of following workflow:

Nectar imports run-orders produced by third-party scheduling software. Using the schedule file, the rule engine populates the secondary graphic instances for every show segment.

These run-orders are used both by Nectar and the automation system, resulting in the rundowns becoming synchronized between the two so any last minute modifications in the automation system will be reflected in the playlist. This also eliminates the need of adding GPI devices to send commands to the graphic systems.



The Nectar - Rule engine defines which graphic instances or secondary graphic is planned to appear before or after the start, or end time for each program segment. Using the schedule file, the rule engine populates the secondary graphic instances for every show. These graphic instances are ready to be played out as and when the command is received from the automation system. By creating rules just once the user can avoid constant and repetitive creation and playout of instances. The rule engine drastically reduces the need to manually insert schedule information for secondary graphics playout.



Advantages:

- **Rules Based Automated Insertion:** Logic driven offset based rules can easily be created for data population of the secondary events, which eliminates the need for manually adding all the secondary events to the Automation Systems rundown thus, saving a lot of time.
- **Triggers based actions:** Triggers can be raised based on the schedule, on basis of triggers action will be initiated in the template. E.g. squeeze backs etc.
- **Schedule Synchronization:** Incorporate last minutes schedule changes.
- **No additional drivers:** Nectar imports the files locally, so no additional drivers are required from the automation vendors.
- **Metadata from external data source:** Nectar can take metadata for the templates from a third-party data source. Can also fetch data from UDT, SQL, RSS Feeds, Excel and XML files etc. without programming
- **Handles multiple channels from single module:** Single application can be used to create & handle multiple channels, which makes it cost effective for the users.
- **Integration with Social Media Tree:** Nectar also integrates with the Social Media Tree that will enable broadcasters to ingest & analyses social media feeds from Facebook, Twitter etc.
- **Supports HD & SD format**
- **Additional functionality of manual insertion of graphics.**

Images & Video Formats supported:

- **Image Textures:** BMP, DDS, DIB, PNG, HDR, JPG, JPEG, PFM, PPM & TGA.
- **Audio-Video Textures:** Disk based 24-bit, 32-bit video files - AVI, MPG, MOV, WMV, MP4*, MP3 & WAV.
- **Live Video:** HD/SD SDI I/O.