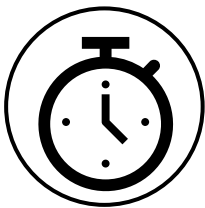




XPression Tessera for Studio Production

Developing a brand for your video production revolves around a visual presentation which the viewers can immediately identify. For some programs, this is a simple logo and personalities, and for other programs the entire studio defines the program. The versatility of video walls provides a way to not only decorate a studio, but to develop a brand, and alert the viewer of the topical content which attracts their attention in a crowded media marketplace.



QUICK

XPression Tessera is designed for real-time functionality. Use XPression Tessera to quickly rebrand your studio and own the story or franchises that are most important to the viewers in your community. React to rapidly changing news events and take over all the monitors on your set with topical visuals that capture viewers' attention and keep them tuned in to your program.



MOS PROTOCOL SUPPORT

Use the same XPression MOS drag & drop graphics workflow that your newsroom and control room teams already use every day. Adding images and text to an XPression Tessera display is no different than creating an over the shoulder graphic. Yet, the visual impact is nothing short of amazing.



SIMPLE PLAYBACK

Displaying XPression Tessera content in your studio is as simple as playing back any other XPression graphics. One touch can fill all the monitors in your studio at once. Control XPression Tessera using the XPression Remote Sequencer, Dashboard, Ross Video's RossTalk™ Smart GPIs, or even physical GPI/O.

Scaling Up Or Down To Size

XPression Tessera was designed to distribute the real-time rendering of an extremely large canvas of graphics split across multiple XPression motion graphics engines to fill massive video displays usually only found in mega stadiums. Typically, these deployments utilize dozens of channels of XPression graphics to fill center hung displays, ribbon boards and concourse monitors.



Sporting events are focused on real-time data-driven statistical results. In-game statistics often keep the fans informed on how their team or favorite player is performing, in real-time. This is often seen as a benefit of attending the games in person (rather than from their couch at home) and helps to increase fan engagement, supporting the team at the same time. XPression's ability to frame-accurately recall graphics filled with 3D objects, text, and video files is made even more impressive when content fills video walls the size of a house.

XPression Tessera Moves Into The Studio

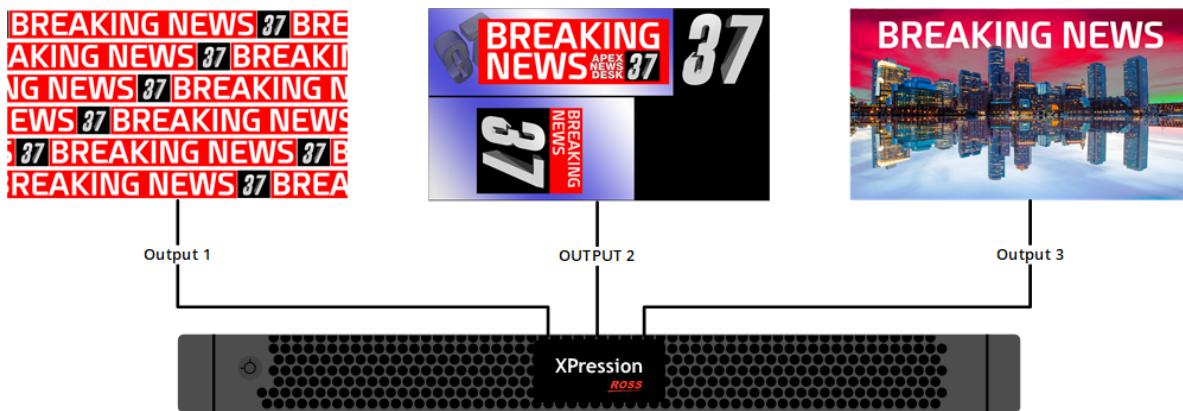
Ross Video has taken the workflow from the XPression Tessera distributed workflow tools out of the stadium and brought them into the studio. Leveraging this workflow allows users to fill immense video walls which dominate their studios. The ability to span large video wall arrays and utilize XPression graphics templates allow for extremely dynamic real-time displays. Topical content such as sports scores and news headlines can fill the video wall and allow them to become part of the storytelling process.



XPression Tessera SE

While there are some rather large studios, most video productions only need a few channels of Tessera graphics. Ross Video has developed XPression Tessera SE, an option designed to synchronize outputs of a single XPression engine and create an XPression Tessera workflow that fits the requirements of many facilities.

A single XPression engine with XPression Studio Standard Edition software and the Tessera SE option can be used to populate multiple on-set monitors. Using the input scaling tools available on many LED display cabinets, users can place the ribbon board content to create a continuous crawl of franchise titles. Fill the desk monitor with topical information rather than a static loop of just the station logo, and populate the back wall monitors with channel branding and franchised skyline content.



Take Over The Monitors In Your Studio

During the show, the technical director can recall the XPression Tessera scenes and take over all the monitors in your studio at once. Completely brand the studio with franchise content and let your viewers know you own the story.



Change the video walls at any time. Use the power of XPression Transition Logic to transform the contents of the video walls as part of the show, on camera. No surprises or confusion, just changing the XPression Tessera graphics with the same workflow as changing lower-third graphics.

MOS Protocol Workflows

As part of the XPression workflow solution, XPression Tessera is part of the XPression MOS workflow, available as either ActiveX or HTML5 plug-ins to a wide variety of Newsroom Computer Systems (NRCS). For MOS-enabled newsrooms, the XPression Tessera graphics are templates like all the rest of the newscast. Graphic artists in your facility can create templates with as much or little control as needed.



Leveraging the Combo Boxes, Drop-Down Lists, Radio Buttons and Check Box features known as User Input Controls in XPression, enable your newsroom users to choose from a predetermined group of franchise graphics to display on your video walls. This allows your MOS newsroom users to set the tone for the story and use franchises to help focus viewers to the topics which interest them most.

Keeping it Topical

For more topical coverage Journalists in the newsroom will select an XPression Tessera template in the XPression MOS plugin and populate it with the desired text and media assets, the same way they would create an Over-The-Shoulder graphic and drop into their scripts. Combine this with Ross Video's Streamline Media Asset Management system and create day of air topical content to tell a more impactful story to your viewers, every day.

