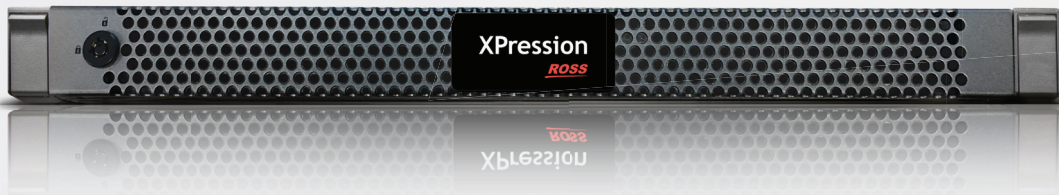


XPression

NOW CLOUD ENABLED

**XPression is the fastest growing
real-time motion graphics
system in the industry.**

Its clean, logical UI provides the shortest learning curve in the industry, and its lightning-fast recall to output process allows for last minute changes in your production without any hassle for operators and technical directors.



Applications

- Small and mid-market news broadcasters
- Redundancy and disaster recovery applications
- Corporate keynotes and internal events
- Conferences and connected facilities
- Concerts and live streaming events
- Internal training and e-learning
- Journalism and multimedia education
- Esports tournaments
- Service providers

XPression is built on a reliable, modular architecture that supports virtually any production workflow, works with any production format, protects your investment, and lowers maintenance costs.

Get the industry's leading real-time motion graphics system in the cloud without any trade-offs to production quality. XPression comes with top-notch broadcast pedigree regardless of the deployment method and allows graphics to be treated as a first-class citizen, even in a cloud workflow. Augment your production quality and enhance audience retention by retaining the same 'broadcast look' in cloud-based productions. Ramp-up your creative and operational resources by ensuring access to resources anywhere, anytime in the cloud.

ROSS

Cloud Features & Benefits

- **Remote Access and Control** - Operate from anywhere, with anyone.
- **Broadcast Quality Production** - Move to the cloud without sacrificing quality.
- **Experiment and Explore** - Test out new ideas and formats.
- **Low Up-Front Cost** - Get started with minimal investment.
- **Speed of Deployment** - Reduce your time to air.
- **Extreme Flexibility** - Grow on-demand for large events or new productions.
- **Hybrid Workflows** - mixing on-premise and cloud environments seamlessly.
- **Centralized Maintenance** - Enable your engineering team to be everywhere.
- **Sustainability** - Lower your carbon footprint with cloud technology.
- **World Class Support** - Get support from the same people you've trusted with your live productions for decades.
- **Unmatched Expertise** - Rely on our cloud experts to help design your workflow, provide networking and security advice, deploy the solution, and be a strong partner in your journey to cloud.

Product Features

- Ease of use: clean UI, logical menus and controls based on other common creation tools
- 2D / 3D text: font engine gives the tools to type in any language, any orientation.
- 3D models: build graphics from XPression 3D primitives or import your models from popular 3D design tools (Cinema 4D, Maya, 3DS Max)
- Real-time, all the time: no lag between operator's entry and system operation.
- Flexible and scalable: any format (SD, HD, UHD, HDR), upgradeable channel capacity.
- Animations: powerful and flexible control of animations with object keyframes and scene director timeline.
- Clips: mix and match real-time and rendered animations with clips rendered using XPression video codec
- Visual Logic enables complex business logic to be built without the need for scripting.
- Data integration: easy data binding with Datalinq™, a powerful but yet easy-to-use data management tool
- Full control: flexible control with possibility to replace elements while playing out to air.

Instance

Recommendations

- *XPression Engine (Studio, BlueBox, Prime, Clips) and XPression Gateway*
1x G4dn.4xlarge instance
- *XPression Project Server and XPression Incoder*
1x c5n.xlarge instance
- *XPression Remote Sequencer*
1x c5.large instance

Estimated Cloud Costs

About \$240 per month*

Estimated costs are per instance, across a single availability zone in the us-east-1 (N. Virginia) region, without redundancy, using the instance sizes and specifications recommended. Estimations are based on usage of four hours per day, five days a week. Results may vary based on usage, sources, and other factors and are provided as guidelines only.

Deployment Options

Available as a pre-built AMI or provided instructions to build your own AMI from a base image of your choosing. The product can also be deployed onto local virtual machines, or physical hardware if desired.

Ross Pricing

\$665 USD Monthly
Software licensing only, **does not include** cloud expenses.

Licensing Options

The product is available in both a perpetual license (with recommended annual maintenance plan) as well as monthly and annual subscription. A minimum three-month commitment is required for monthly subscription plans. Existing perpetual licenses can be migrated to the cloud at no additional cost. *

• Professional service fees for commissioning and setup may apply for Ross to perform the migration of your data and existing infrastructure.