



ROSS

SPORTS & LIVE EVENT
SOLUTIONS

Unified Graphics Solution

GRAPHIC DESIGN, INTEGRATION & CONTROL

PRE-RENDERED CONTENT (PRC)

WHAT IS PRE-RENDERED CONTENT?

Pre-rendered content is any still or motion graphic element provided as flattened file to XPression. These could be in the form of still images or image sequences (TGA, TIFF, PNG, BMP, JPEG, PSD) or video clips (AVI, MOV, MPEG).

WHAT'S THE ADVANTAGE?

Pre-rendered elements will typically be generated by Industry standard post-production creative tools (Adobe Suite, Cinema 4D etc.) These tools are designed to use the maximum capabilities of visual computing to produce effects and detail that cannot be rendered in real-time. The net result can be graphics that are of the utmost realism and fidelity (realistic lighting, particles, atmospherics etc.)

WHAT'S THE DISADVANTAGE?

Pre-rendered content takes considerable time to render, often measured in hours (sometimes days) due to the complexity of the effects being used. They are inherently inflexible because the files produced cannot be modified without completely re-rendering the entire composition. Pre-rendered elements cannot be interactive, and they cannot be dynamically updated by external data or operator intervention in a live environment; they can simply be played back.

HOW DOES XPRESSION HANDLE PRE-RENDERED CONTENT?

XPression can act as a playout device that simply plays these elements standalone. Alternatively, XPression can take multiple smaller pre-rendered elements and arrange them into a real-time composition. The latter example is a very common workflow allowing users to use industry standard design tools but also take advantage of the real-time dynamics of XPression.

REAL-TIME RENDERED CONTENT (RTRC)

WHAT IS REAL-TIME RENDERED CONTENT?

Real-time rendered content is, quite simply, a motion graphics composition that requires no time-consuming pre-rendering to be displayed to the audience. These compositions can consist of pre-rendered elements created in third-party software, real-time 3D objects imported, as well as native to the real-time engine or can consist entirely of real-time native objects and materials. The former is the most common scenario.

WHAT'S THE ADVANTAGE?

Real-time graphics offer an inherent level of flexibility that is extremely useful in live production. Data can be displayed on the fly and with unique visualizations that can animate or be manipulated mid-show, without having to do any pre-loading or rendering. These graphics can also be easily re-branded or re-skinned to reflect changing matchups or sponsorships from event to event, or even mid-event.

WHAT'S THE DISADVANTAGE?

Due to the additional level of complexity with real-time rendered content, taking full advantage of a real-time render platform requires the investment of time to learn the system beyond simply operating it during an event. It also requires graphic designers to plan more thoroughly and adapt their workflow to author elements in their offline design tools that can then be integrated into a real-time composition.

HOW DOES ROSS SUPPORT YOUR GRAPHICS SOLUTION?

As part of our graphics services, Ross offers original **Graphic Design**, **XPression Graphic Integration** (building your real-time graphic elements in the software) and **DashBoard Custom Design** (building Custom Panels to trigger all elements of your show to work in sync).

GRAPHIC DESIGN

Creative Artwork Design

While many clients will have their own creative team to design content, Ross does offer design services and will work with the client to develop original design concepts or concepts based on a provided style guide. A client can work with a Ross content creator to design and build graphic elements that will integrate with the XPression software in a way that will optimize its real-time capability. Combining this service with Ross' Graphic Integration services could lead to cost and time efficiencies, as compared to combining design services from a third-party vendor with Ross' Graphic Integration services.

GRAPHIC INTEGRATION

XPression Template Fabrication

Graphics Integration services take the designs and translates them to real-time XPression templates while applying functionality like external data linking, and conditional logic. If the design is provided by the end user or third-party design group this requires the original source material to be provided (Photoshop files, After Effects composition etc.) and our designers will extract the components required to re-create the "look" and translate those as faithfully as possible. This translation from the design to an **XPression Template** makes the Ross graphics system a powerful tool for live production around the world. It is a service Ross offers when working with clients launching a new system or updating their existing graphics look. If Ross also provides Graphic Design services, the Integration can often occur simultaneously leading to cost and time efficiencies.

TRIGGERING & CONTROL

DashBoard Custom Panels

Ross Sports & Live Event Solutions have redefined the industry in part because of the sheer power of the XPression engine, but also because of DashBoard-- our total venue control solution. DashBoard is a free, multi-platform software that allows a user to build **Custom Panels** which can create cascading triggers of control for multiple show elements in a single button click.

What would previously take precise timing on the part of multiple operators to trigger lighting, video, and audio elements in sync, takes a single push with a fully customized DashBoard Panel. Ross will work with the client to create panel layouts and functionality specific to their venue needs and help develop their show flow.

HOW DO I GET A QUOTE FOR ALL THESE ELEMENTS?

An in-venue show is complicated, made up of pre-rendered content, content that needs to be rendered real-time that integrates with data streams, and a triggering system to allow you to **GO!** in sync. When the Ross team scopes these types of projects, it will begin as estimates based on similar workflows we have developed in the past. These will contain the following elements:

- Graphic Design (Creative Artwork Design)
- Graphic Integration (XPression Template Fabrication)
- Triggering & Control (DashBoard Custom Panels)

Typically, clients will decide to move forward with either all three elements, or only Graphic Integration and Triggering & Control.

DELIVERABLES & A STATEMENT OF WORK

When the time is right, the client and Ross personnel will complete a discovery call, mapping out a full scope of deliverables associated to the show, based on the services the client has purchased. The deliverables typically fall within the estimated project price based on other previous scopes, but pricing could vary once a more detailed scope is determined, which could result in an additional charge or cost savings.

A statement of work call and a deliverables list is required prior to Ross beginning work on any custom packages. The earlier we can begin these conversations in the discovery cycle, the more creative the Ross team can be with the custom design work.

WHY IS THIS SO IMPORTANT?

At Ross Video, we want to make sure our clients and our partners can design, develop, and deploy a consistently incredible show that will wow fans. That show is different for every venue, and could be extremely complex, or a simple integrated system. By understanding the breadth of the **Ross Unified Graphics Solution** and how the different elements interact to create an extraordinary fan experience, clients can dictate their exact want and needs to Ross and unleash their creativity.

DashBoard



ROCKETSURGERY
ROSS CREATIVE SERVICES

XPression