

ROSS

> **DESIGN AND CREATIVE TEAM OVERVIEW**  
**Corporate Marketing** - June 2019

**We're passionate.**

## **THE ROSS DESIGN AND CREATIVE TEAM ARE...**

### **> YOUR IN-HOUSE BRANDING AND CONTENT CREATION SPECIALISTS**

- In-tune with the company, we provide leadership in the collaborative development of The Ross brand and culture.

### **> FOCUSED ON DELIVERING AGENCY-QUALITY AND SERVICE**

- Continually developing our skills and design techniques - We're poised to deliver original concepts, advertising, designs, messaging and promos for today, and tomorrow.

### **> AN APPROACHABLE, ENGAGED AND ENTHUSIASTIC TEAM**

- Anxious to listen, learn, develop, collaborate, adapt and grow with the company and it's customers.

**We're integrated.**

## **PART OF THE PROCESS**

- The Design and Creative Team typically becomes an integrated part of product development projects when called to task. Our involvement can bring a product to market with a resolved aesthetic design, *and* a personality all it's own.
- We are also called upon by other Ross Teams for assistance on a variety of Corporate initiatives.
  - In doing so, we serve as a consulted central service, bridging the gap between inter-departmental goals and Corporate Marketing's mandate to ensure that final project results are inline with Ross' branding efforts.
- We provide ready-to-use, on-brand marketing launch support material, as well as further it's development, maintenance, and archival.

**We're versatile.**

**CONTENT CREATOR =** PART PROJECT MANAGER, CREATIVE DIRECTOR, DETECTIVE,  
PRODUCER, WRITER, PROCURER, PUBLISHER, ARCHIVIST,  
RECEPTIONIST, *AND* PART DESIGNER.

## **TOP-LINE SERVICES AND RESPONSIBILITIES**

Creative Collaboration > Fresh ideas and design solutions for all occasions

- > Creative Management and Direction
- > Branding
- > Design (On-trend, Industry-Standard, Cross-platform, multi-lingual)
- > Content Development / Copywriting
- > Product Aesthetic Design and Marketing Development
  - Product Naming
  - Product Rendering
  - Software Assets - (UX - Iconography and software-embedded splash screens and wallpaper)
- > Video Production (Storyboarding, Capture and Post Production)
- > Digital Animation
- > Photography (Staff, Product and Special Events)
- > Exhibition and Event Signage
- > Collateral / Corporate Stationary / Business Card Procurement / Inventory Management
- > Product Packaging and Shipping Cartons
- > Podcasts\*(Coming Soon)
- > Branded Apparel SWAG

# 4:4:4

## OWN EVERY PIXEL

### 4:4:4 | Own Every Pixel > Tagline

The previously unaccountable pixels at the fringe or matte of detailed areas are now precisely controllable for a much more refined look today's virtual productions demand. A competitive advantage rivaled by none at the moment.

A HEIGHTENED VISUAL EXPERIENCE.

A Heightened Visual Experience > Brand Promise  
Sets expectation and turns the creative mind free.



Keynote Launch Video

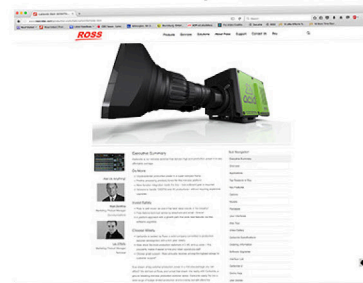
### Acidcam Launch Package.

NAB SWAG Tees



NAB Launch Brochure / Ad Campaign

Website / Social Graphics and Clips



Large Back lit Booth Signage

ACID Shipping Cartons (on-hand)



ACID Shipping Labels (Re-purpose Cartons from Hitachi)

> Specializing in the creation of Product Launch Branding Packages. We create content the company uses to introduce and further-build its brands.

**We're part of the team.**

# DESIGN AND CREATIVE TEAM OVERVIEW

## Corporate Marketing - June 2019



**SHAYLENE SILVER**  
Graphic Designer (2015)



TEMPLATES



LOGOS



IMAGES



VISION IMAGES



POWERPOINT  
TEMPLATES



APP NOTES



SALES MAP

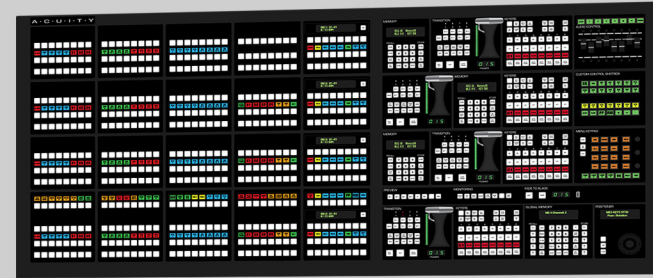


EMAIL SIGNATURES/  
FOOTERS

### CORPORATE WEBSITE & CATALOG



### PRODUCT VECTOR LIBRARY



### INFOGRAPHICS



# DESIGN AND CREATIVE TEAM OVERVIEW

## Corporate Marketing - June 2019



**DYLAN ROBERTSON**  
Graphic Designer / Videographer (2018)



...reduce the amount of deep technical understanding that is required by the operator, while still enabling a high-quality production. This reduces the amount of experience that is required without sacrificing quality.

While it is ideal to have someone with experience in the control room there are occasions when that person is not available. If the system is intuitive to use, then that level of understanding is reduced, enabling other staff to fill in when needed.

Sitting someone in front of a switcher or graphics system and having them be able to provide high quality output after 30 minutes of training is unreasonable. However, sitting someone in front of an intuitive graphical user interface, they should allow them to be proficient after short amount of training.

This also applies to advanced features to improve the broadcast. For example, if a representative is presenting to a council they may have a PowerPoint presentation. On the broadcast, the operator might be limited to...

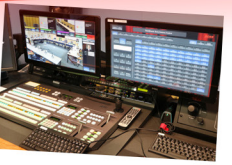


Image Courtesy of The City of Austin Assembly Meeting Production Case Study

But depending on how long they are talking, the operator may want to turn on a picture-in-picture function to display both the slides and the speaker. This is possible...

### TECHNOLOGY SIMPLIFIED

When it comes to a broadcast, there is a lot of highly technical equipment. In a minimum, control rooms typically have a production switcher, a graphics system, and most often have other components, such as a camera. It can be daunting for an operator to understand all the equipment and how to use it in an engaging way.



...high quality with PTZF it a very

### FULLY INTEGRATED VIDEO CAMERA

#### Features/Benefits

- Fast and efficient Pan/Tilt/Zoom and Focus control with preset recalls.
- Pivotal moments are captured for you in high quality and high definition, quickly and accurately.
- No need for additional hardware to control and save presets. Ross DashBoard offers a software approach to control and manage your PIVOTCam SE.



### overdrive

**QuickTurn™**  
Automatically segment and quickly repurpose content for the web or other new media destinations.

- ▶ QuickTurn™ is a New Media Workflow (NMW) option for OverDrive enabling news facilities to quickly place content from their linear production directly to the internet or streamed to a mobile device.
- ▶ By leveraging supported 3rd party encoding systems, QuickTurn™ offers customers a cost-effective and efficient way to integrate news content into their web and mobile initiatives.

QuickTurn™ significantly reduces the time required to post news stories and packages to your web site and eliminates the manual intervention required in traditional workflows to transfer and 'flip' media to the proper format.

**Compatible Encoders**  
Digital Rapids  
- DRC-4100 - Single Processor Board Stream Server version 3.4  
- DRC-4200 (flux) - Dual Processor Board Stream Server version 3.5

Anvato  
- AutoCU

StreamTheWorld  
- Station Manager version 3.0 and up



**DESIGN AND CREATIVE TEAM OVERVIEW**  
Corporate Marketing - June 2019



**Brian Laperle**  
| Manager - Design and Creative (2001)

All in.

**Ultrix**

**Ultra Powerful**  
Ultrix is a compact but incredibly powerful routing switcher platform capable of switching video signals from 270 Mb/s to 12 Gb/s. The unique design permits users to software license additional capabilities such as advanced audio processing, integrated multi-viewers, and 12 Gb/s I/O with gearboxing interface conversion. No special hardware is required for any of these features, which can be included at the time of purchase or added at a later date. While these feature sets are typically associated with large and costly systems which cause users to make critical design choices upfront, Ultrix brings such high-end features to all sizes of systems and provides easy migration as requirements change.

**XPression**

**XPression**

The most-watched productions on earth.

**ROSS**  
LIVING LIVE!

**acidcam**

**openGear**

**GRAPHITE**  
Switch. Mix. Serve. Fly.

**Ultrix**

**newt**

**iggy**

**raptor**

**gator**

Adaptable.  
Software-Defined Infrastructure and Hybrid it can solve a lot of difficult timing, interconnect, and quality issues in your applications to solve.

**THE RIGHT-SIZED SOLUTION**  
Solve system connect support for common SDI, 12C, SDI, 37200.

**UNIFIED CONTROL**  
DashBoard provides and many other features, alarms and management easy to create customer needs.

**PAY AS YOU GO**  
No need to make software-defined you need it.  
Ross SDP Solutions

**COMPLETE THE VISION**  
\* Provides the full range of functions from...  
\* Fully on purpose built of functions from...  
\* Fully on purpose built of functions from...

**A HEIGHTENED VISUAL EXPERIENCE.**

**All-in-one Live Production Vehicle.**

**ROSS**

**We're resourceful.**

## **PROBLEM SOLVING**

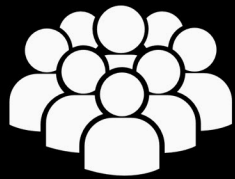
- We rely on Corporate Marketing, Senior Management, Product Development and a large network of other talented colleagues, suppliers, and connections to help us achieve our mandate.
- Research and plan for best and worst case scenarios > pre-planning alternative approaches to minimize failure.
- Continuously develop our creative and technical skills - Ready to help or suggest at a moment notice.
- Supply self-serve assets which enable staff the freedom to creatively build communications that meet their needs while supporting our brand(s).

**THE RESULT > Partnering with other teams across the company keeps creativity running on high. Different people, different ideas, different challenges and learning new methods and techniques > it's the most rewarding part of the job.**

20+ Product And Service Categories...  
...and over 35 sub-brands.

DESIGN AND CREATIVE TEAM OVERVIEW  
Corporate Marketing - June 2019

700+  
Global Staff



MOTION GRAPHICS

**XPRESSION** | Single, Triple, UHD Flex, Prime, Gol, Designer, Developer  
**XPRESSION CLIPS**  
**XPRESSION TESSERA**  
**XPRESSION MAPS**  
**XPRESSION TELESTRATE**  
**XPRESSION TOUCH FACTORY**  
**XPRESSION BRAND IT**  
**PIERO** | Sports Analysis Graphics



New!

v9.0

2RU  
4RU

CREATIVE SERVICES

**ROCKET SURGERY** | Graphics Creation



STUDIO IN A BOX

**GRAPHITE** | All-in-One Live Production Vehicle

v2.2



OPENTRUCK

**OPENTRUCK** | Flight Case through 40-foot Truck



PRODUCTION SERVICES

**ROSS MOBILE PRODUCTIONS**



MULTI-SCREEN IMAGE PROCESSING

**CARBONITE MOSAIC**



CAMERAS

**ACID CAMERA** | H200-UCHR, Z50-UCHR  
**PIVOTCAM** | PIVOTCam SE



CHROMA KEYING

**ULTRACHROME HR**



\* Carbonite Black Chassis with UltraChroma HR Software

NEWS & SOCIAL MEDIA

**INCEPTION NEWS** | Academic, Express, Standard, Enterprise  
**INCEPTION LIVE**  
**INCEPTION SOCIAL**  
**INCEPTION.CLOUD**  
**HORIZON**



v13.0

New!

CONTROL SYSTEMS

**OVERDRIVE** | Express, Prime, Premium  
**DASHBOARD** | Facility Control  
**LIGHTNING** | Assembly Control  
**ULTRITOUCH** | Touch Screen Control  
**POWERPLAY** | Event Control System



v8.5

New!

v18.3

INFRASTRUCTURE

**SIGNAL PROCESSING**

**OPENGEAR** | Modular Signal Processing, OGX Frame  
**MASTER CONTROL** | MC1 openGear Card, MC1 Panel  
**NIELSEN** | Watermarks Encoder  
**GATOR** | 12G UHD Signal Processor  
**RAPTOR EDGE** | IP Gateway & Processor  
**GEARLITE** | Point of Use Signal Processing



New!

**NEWT** | IP Point of Use Gateway  
**MASTER SYNC & REFERENCE** | SRG-2200, SRG-4400, ACO-4400  
**AUDIO MONITORING** | MB 651, MB-652

**CONNECTIVITY**

**ULTRIX 12G & IP ROUTER** | 16x4 - 144x  
**NK ROUTER** | 16x4 - 144x144  
**ULTRITOUCH** | Touch Screen Control  
**ULTRICORE BCS** | Advanced Connectivity System Controller  
**ULTRICORE IP** | IP Controller License for Ultricore BCS  
**PRO-XI** | Workstation Integrator

New!

v3.4, 4.0

IP TECHNOLOGY

**OEM PRODUCTS** | Market Ready Modules & System-on-Chip  
**IGGY** | Bidirectional AES67 & ST2110 to MADI converter  
**BACH** | ST2110 AES67 Audio Networking Module



New!

VIDEO SERVERS, REPLAY & DELAY

**MIRA+** | Enhanced Replay System  
**TRIA+** | Enhanced Production Server  
**TRIA NEWS** | News Clip Server  
**AIRCLEANER** | Live Events Delay

**MIRA EXPRESS** | Replay System  
**TRIA EXPRESS** | Video Clip Server - new 1080P version



New!

PRODUCTION SWITCHERS

**ACUITY** | Panel: A1s, A2m, A2x, A3m, A3, A4 Frame: 4RU, 8RU  
**CARBONITE BLACK** | Panel: C1, C1s, C2, C2s, C3s, C3x Frame: 2RU  
**CARBONITE BLACK PLUS**  
**CARBONITE BLACK PLUS 12G**  
**CARBONITE BLACK SOLO**  
**CARBONITE BLACK SOLO 13**  
**CARBONITE ULTRA**  
**ACUITY & CARBONITE IP SOLUTION**



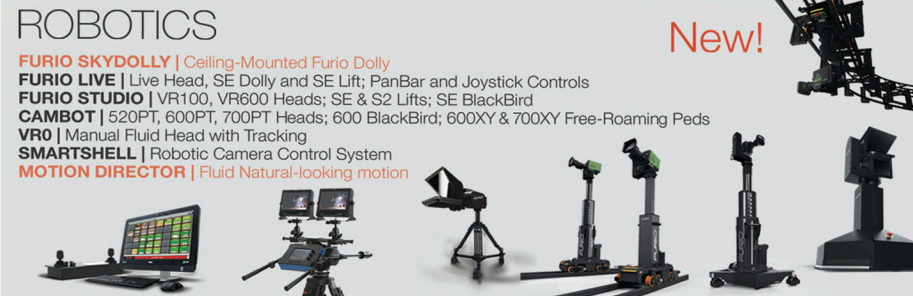
v9.0

New!

v2.0

ROBOTICS

**FURIO SKYDOLLY** | Ceiling-Mounted Furio Dolly  
**FURIO LIVE** | Live Head, SE Dolly and SE Lift; PanBar and Joystick Controls  
**FURIO STUDIO** | VR100, VR600 Heads; SE & S2 Lifts; SE BlackBird  
**CAMBOT** | 520PT, 600PT, 700PT Heads; 600 BlackBird; 600XY & 700XY Free-Roaming Peds  
**VR0** | Manual Fluid Head with Tracking  
**SMARTSHELL** | Robotic Camera Control System  
**MOTION DIRECTOR** | Fluid Natural-looking motion



New!

VIRTUAL & AUGMENTED REALITY

**TRACKLESS VIRTUAL**  
**UX5** | Control System & Workflow  
**VOYAGER** | EPIC Unreal Engine 4  
ARVS Renderer

New!



> In addition to the 700+ worldwide staff, external business partners, vendors and publications we respond to > we also provide branding, concepts and design support for Ross Video, and the 20 different Product and Service categories in its portfolio.



**We're productive.**

## A FEW KEY 2018 / 2019 DELIVERABLES

- > **LIVING LIVE! CORPORATE BRANDING > THE ESSENCE OF ROSS VIDEO.**  
Introduced the culture behind the technology... The expertise and passion Ross delivers upon.
- > **KEYNOTE EVENT AND PRESS CONFERENCES**  
Maximizing momentum – we participate in setting the tone and excitement-level for the show and beyond.
- > **LAUNCH PACKAGES FOR 9 MAJOR PRODUCT INTRODUCTIONS INTO THE ROSS PORTFOLIO**  
Ultrix FR5, Ultrix IP, openGear oGx, Newt / Iggy, Carbonite Ultra, Pivot SE, Ultritouch, Furio SkyDolly, pro-xi Workstation Integrator product launches.
- > **VECTORIZED SVG IMAGE LIBRARY**  
Scaleable, realistic, lightweight product images for your visio diagrams, slide decks, or anywhere you need informational product images that scale to your project.

## COMING SOON

> ???

- We maintain confidentiality with sensitive business information :)

**We're progressive.**

## **MOVING FORWARD - UPPING OUR GAME**

### **> PROCESS DOCUMENT TEMPLATE (TY Andrew!)**

We will organize ourselves for improved efficiency and scalability through planning, improved staff communication, documentation and archival procedures.

### **> ROSS WAY TO MARKET**

- Forms an outline for the minimum criteria required to trigger a new project with Corporate Marketing.
- A procedure for consistent content ingest and output.
- Provides stakeholders with a framework to approach / engage the Marketing Group.
- Improved opportunity to develop / implement effective plans.

### **> VIDEO PRODUCTIONS & ADVERTISING**

- New video equipment purchased at end of FY2018.
- Plan to produce advertisements, customer success stories, case studies, and other company initiatives and documentation.
- Increase A/V support and control for events, web, social, podcasts, and possible training and demo opportunities.

...at your service.

## PROFICIENCY

SOFTWARE PROFICIENCY
Adobe Illustrator
Adobe Photoshop
Adobe In-Design
Adobe After Effects
Adobe Premier
Adobe Dimension
Final Cut
Keyshot
Cinema 4D
Microsoft Office 365

## PRODUCT & SERVICE PRIMES

PRODUCT AND SERVICE	SHAYLENE	DYLAN	BRIAN
CG Graphics			√
Production Switchers			√
Signal Processing	√		√
Routers	√		√
Master Control	√		√
Automated Production	√		√
Facility Control	√		√
Virtual & Augmented Reality	√		√
Services - Creative / Mobile / Crew		√	√
Production Services	√		√
Cameras	√		√
Video Servers	√		√
Replay Systems		√	√
Media Asset Management		√	√
News Room Editorial Systems		√	√
Social Media Management		√	√
Venue Signage Systems			√
MultiViewers	√		√
Media IP Technology	√		√
Ross Corporate (Internal / External)		√	√

◀ Chart indicates the primary consultant for each product & solution category.

We contribute to each other's projects daily > Feel free to reach out to any of us if you need immediate assistance.

[branding@rossvideo.com](mailto:branding@rossvideo.com)

Truly inspired collaborations await. 🍷

[branding@rossvideo.com](mailto:branding@rossvideo.com)