ENHANCING GRAPHICS

The Viz

fully

out

Engine is

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content

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mammothgraphics.tv

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ammoth and deltatre will be providing television graphics for the BBC's coverage of

London 2012. Here Mammoth Graphics MD **Phil Long** explains why both companies will be using Vizrt for the event of the year which will be broadcast to millions of people around the world

When pitching for the London 2012 Olympic Graphics contract, Mammoth and deltatre carefully analysed the brief and prepared a joint response that not only enabled the delivery of complex graphics but also made technical innovation possible. I believe that London 2012 will be the first truly 'Digital Olympics' and viewers will expect a seamless multiplatform experience with an unified approach across television, web and mobile.

NEW ELEMENTS

For the London 2012 coverage, both Mammoth and deltatre will be using Vizrt. This enables both companies not only to develop the existing brand but also to introduce some new elements that will enhance the event programming and will create a legacy for events after London 2012.

At the IBC in London there will be machines running Viz Artist which ensures operators are able to make or change graphics if required by the editorial team. A shared Graphics Hub database also means that any new templates or graphics created will be available for use by all operators and channels. As well as the expected name supers, full frames and result graphics, by using Vizrt the two companies can create interesting infographics, medal table(s) and event maps which can either be 'driven' by an operator or indeed by the presenter themselves.

STEREOSCOPIC

Alongside Viz Artist, the companies will also run Viz Engine, which is a powerful playout software that renders the HD graphics in real time. If there is a sudden decision to produce certain coverage in 3D, then the Viz Engine is fully capable of playing out stereoscopic content too, with a small tweak to the graphics.

Alongside the bespoke graphics and templates, deltatre hopes to deploy its MAGMA product which utilises Viz Engine to produce data driven graphics created either by producers or editors.

The same graphics hardware and software, with the addition of some plugins, can also harness the power of social media, outputting Tweets, Facebook comments, SMS and emails once they've been mediated editorially. In addition, the same BBC-branded graphics 'clips' can be rendered for use on NLE systems to help speed up the highlights workflow.

TOUCH SCREENS

Using the same platform, the companies can also deploy innovative solutions for studio presentation such as touch screens. Indeed, all the graphics created have the potential to be played out by a dedicated operator, and/or a presenter via touchscreen or iPad control.

The Vizrt software is hosted on a HP Z800 workstation running Windows 7 Professional 64-bit so for the creative design stations that run Vizrt the companies are also able to install other graphics packages such as Adobe After Effects, Adobe Photoshop and 3D Studio Max alongside Vizrt to create compelling and stylish graphics as demanded by the editorial teams.

At Mammoth we have many years' experience of working with Vizrt, as does deltatre, and faced with such an intense and demanding Olympics project it is a key factor that there is a strong support team based in the UK available for any extra assistance should that be needed.

The Vizrt team in the UK will provide rental services for all the interested broadcasters during London 2012 – software, hardware, engineers and operators. They will also be renting Viz Reporter, the perfect tool for the journalist on the go.

We are determined to deliver the best graphics service we can for the Olympics. To borrow the Olympic motto *Citius, Altius, Fortius* (Faster, Higher, Stronger), together with Vizrt, that is also what we aspire to. ■



