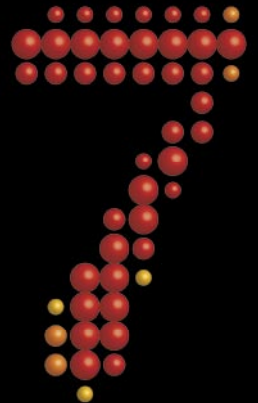
A large, faint wireframe sphere composed of intersecting lines, centered in the background of the slide.

**ASTON 7**  
**THE FUTURE OF 3D GRAPHICS**  
**IS IN YOUR HANDS**



In the multi-channel age, the competition for audiences is fiercer than ever. That's why you need every possible weapon to win the 'branding battle'.

Stunning on-screen graphics can give you that competitive edge. In this field, nobody has a more impressive pedigree than Aston. For over 30 years, since the very infancy of the art, we've been creating and delivering the most technically advanced and visually striking CG products to broadcasters around the world.

But now, we've surpassed ourselves. The Aston 7 is more than merely the latest 3D graphics product, it's a whole new system. To create it, Aston's experts threw away the rule-book on CG hardware. Now, graphics will never be the same again.

The Aston 7 delivers an extraordinary performance in every important aspect of your daily working world.

●●● True real-time 3D preview and presentation

●●● Simplicity - easy editing and preview on PC or laptop

●●● Scalability- useable with any number of concurrent editors, operators and output channels.

●●● Integration – connecting with external systems like newsrooms, automation controllers, asset management servers and external content feeds.

However progressive the Aston 7 is, it's built on two strong and well-proven foundations: the universally-applauded 3D technology from the Spanish innovators Brainstorm, and the powerful SD and HD hardware of the graphics specialists Nvidia.

The Aston 7 is a conveniently modular system. Entry-level components include the Windows Graphics editor and the rack-PC TX video output unit. But there's an extensive family of additional components such as live content gateways and newsroom and automation interfaces.

The Aston 7. It's unique. It's powerful. It's future-proof. And it should be in your armoury. On the following pages, you can find out exactly why...



**YOU AND YOUR PC.  
ALL THAT'S NEEDED  
FOR GRAPHICS  
CREATION.**



Speed. Reliability. Flexibility. The three attributes most appreciated by graphics operators whilst creating new content. That's why the Aston 7 graphics editing tools have been designed to exceed even the most demanding expectations.

In an ideal world, the creation and editing of graphics content would be possible on any desktop or laptop. The tools would display the content and animations exactly as they'd appear on the live video output. Well, Aston has now created this ideal world. The 7 Edit tools make it easy and fast to create, edit and preview your compelling graphics projects.

At the heart of the A7 display sits the TV edit window. An exact representation of the TV picture which, naturally, may be configured for any aspect ratio or SD / HD mode you need. The A7 toolbox is located alongside the edit Window which makes it easy to add graphics objects such as text, shapes, video, tickers, and rolls & crawls to the project.

Each graphics project is displayed in the form of a tree structure. This lists all the individual pages and the graphics elements within each one. The structure is designed to let you quickly navigate between pages in a sequence, and to view or update the display or animation properties of each element. Special emphasis is given to the ease in which text may be entered, or edited, either in the edit Window or using the A7's smart text edit boxes.

Resources, such as textures, fonts, video clips, images and audio clips are displayed in thumbnails format at the bottom of the edit Window.



## TOTAL 3D. TOTAL CREATIVITY.

One of the most striking differences between the Aston 7 and almost any other 'traditional' broadcast character generator is the product's total commitment to 3D. Today we live in a three dimensional world and Aston believes that the days of 2D or 'pseudo 3D' graphics presentation must surely be numbered.

Total 3D support presents huge opportunities to the graphics designer. Not only is there provision for the import, display and animation of 3D objects (created in popular 3<sup>rd</sup> party packages) but, perhaps more importantly, using the additional z axis, there's scope for manipulating perspective, camera angle and lighting angles to create truly compelling and distinctive graphics content.

The key benefit of Total 3D is the support within the A7 to group 3D graphics elements together. This means, for example, that scrolling text and video elements may be applied to the surfaces of an animating 3D object so that they 'stick' to the object as it animates in 3D space. This is especially useful in Sports and News projects where there is scope to apply dynamic text or video to a moving 3D template.

### ORDER OF PLAY

#### WIMBLEDON LADIES SEMI FINALS

RAFAEL NADAL ESP(2) v IVAN LJUBICIC CRO(4)

ANDY RODIC USA(5) v NIKOLAY DAVTDENKO RUS (6)

JAMES BLAKE USA(5) v FERNANDO GONZALEZ CHI (9)

ANDY RODIC USA(5) v NIKOLAY DAVTDENKO RUS (6)



## THE TX UNIT OF TOMORROW. SD AND HD GRAPHICS OUTPUT WITHOUT THE CUSTOM HARDWARE

The video output from an Aston 7 graphics system is generated using one or more 19" rack-mount A7 TX units. Each TX unit is typically used to generate a 'live' or 'programme' graphics output or, at lower cost, a video or PC graphics preview output.

Take care when comparing Aston 7 graphics channels with those provided on traditional hardware CG units. A full graphics preview is available on the A7 Edit and control workstation, so there's no absolute need for a preview TX unit. And, because of the A7's unique capability to bring graphics groups and objects on and off independently, much more can now be achieved using a single A7 channel output than was typically possible using two channels on older products.



The Aston 7 TX video output hardware is powered using technology provided by two giants of the broadcast graphics. Firstly, the A7's Total 3D engine is licensed from Brainstorm, Spain. Brainstorm products are used extensively in TV stations to drive 3D virtual studios and for custom 3D graphics projects. Secondly, the A7 TX SD and HD video rendering and SDI output is provided using state of the art video graphics cards supplied by Nvidia, the premier name in 3D PC graphics hardware.



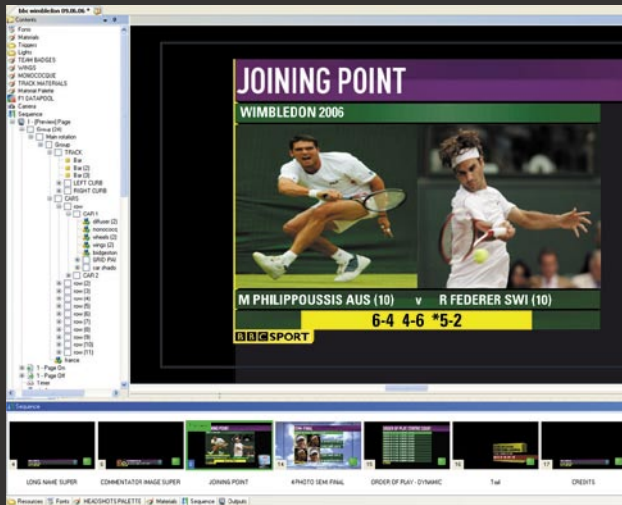
## LIVE GRAPHICS OUTPUT CONTROLS THE LAST WORD IN LAST MINUTE CHANGES.

Ask any graphics operator about the features they really covet when working live on a TV programme. Their answers will be simplicity, reactivity and the ability to make late changes to content.

For thirty years Aston has been an expert in live graphics operation, but when it came to designing the page output sequencing controls on the A7 Edit and control workstation, we went to unparalleled lengths to ensure that the operators' wishes were fulfilled.

For simplicity, the A7 allows the animation state for each graphics object or group to be mapped to a separate key on the A7 keyboard. This allows graphics to be brought on, animated and taken off using dedicated keys. To achieve the split second reactivity required by operators, the A7 caches all the graphics components directly in the output card memory.

The A7 project tree structure makes it easy to follow and preview page sequences. And, to make late page re-ordering changes with the minimum of effort and stress, offline pages may be added using fast three digit keystroke page recall commands.



## THE GRAPHICS PIECE IN THE BROADCAST JIGSAW.

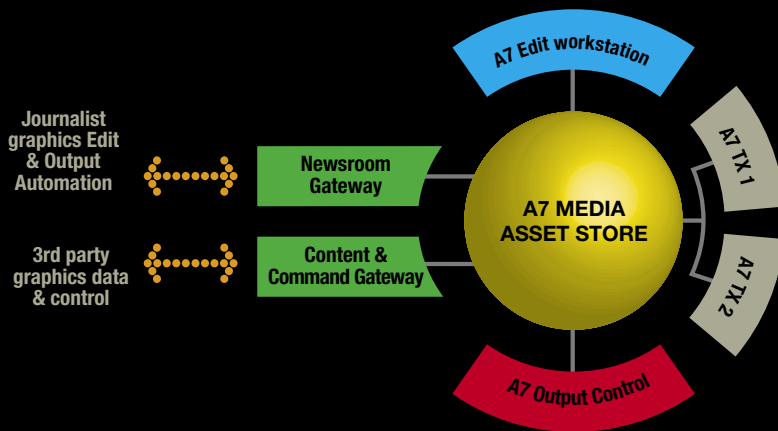
These days, no broadcast technology can exist in isolation. The vital organs of a modern TV facility are woven together to form the web that becomes the 'integrated' broadcast platform.

The Aston 7 is designed to offer extensive scaleability and interconnectivity. In terms of scale, there is no limit to the number of A7 edit workstations that can be employed for the preparation and editing of graphics projects. Similarly, any number of A7 TX units may be installed to provide one or multiple live and preview graphics channels as needed. Any single edit and control operator may take control of any TX output unit.

Aston 7 also offers a comprehensive suite of graphics content management tools for the safe storage of shared resources. Graphics pages, objects, video clips and other resources may be stored in the purpose-designed Aston 7 Media Asset Store or accessed from a broadcaster's own asset management systems.

Graphics content and animation triggers may be routed through to live A7 pages using the A7 command and content gateway – the next generation version of the popular Aston Datapool.

The Aston 7 delivers full support for popular 3<sup>rd</sup> party newsroom systems. Journalists can create Aston 7 graphics content through the use of A7 edit plug-in software and page output sequencing may be controlled using the industry standard MOS interface.



## THE ASTON 7 PROPOSITION...

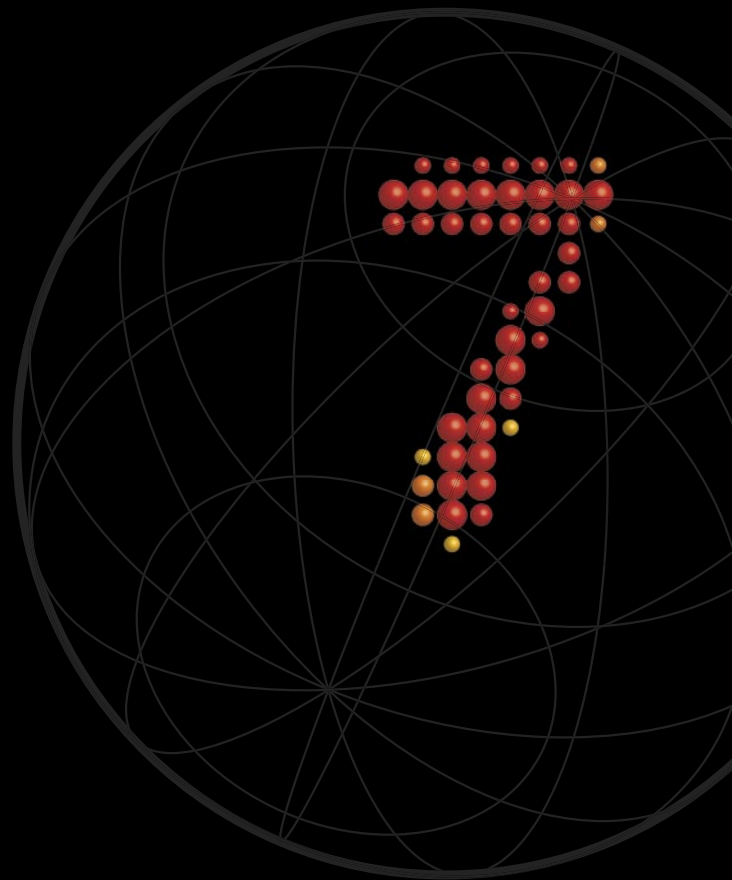
As you know only too well, the world of TV graphics has changed forever. The Aston 7 represents the future. It's a unique combination of Total 3D graphics, zero investment in 'custom hardware', and proven inter-connectivity with your existing broadcast media assets.

## THE ASTON 7 PROMISE...

We know that we have to deliver more than just product – and Aston has a long, proud and un-tarnished reputation for providing exemplary customer service. Our backup team and international dealers are here to provide the support and training services you need to successfully use the Aston 7.

Please call us in to demonstrate the Aston 7 system in action. As soon as you've seen it, you'll want it working for your business.

[www.aston.tv](http://www.aston.tv)  
[sales@aston.tv](mailto:sales@aston.tv)



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