Brainstorm reserves the right to alter any specification, feature or technical requirement without prior notice.
Brainstorm products are used by broadcasters all over the world for almost any real-time graphics-intensive requirement, from channel branding and virtual studios to News graphics, weather, sports, entertainment and many other.

Brainstorm solutions are also widely used in multimedia and corporate environments to enhance the message or display real-time data in the most effective manner.

SOLUTIONS

VIRTUAL SETS
BRANDING
NEWS & SPORTS
ELECTIONS
PRESENTATIONS
AUGMENTED REALITY

REAL-TIME 3D GRAPHICS

SINCE 1993 BRAINSTORM PROVIDES INDUSTRY-LEADING REAL-TIME 3D GRAPHICS AND VIRTUAL SET SOLUTIONS. FROM VIRTUAL STUDIOS TO ADVANCED AUGMENTED REALITY APPLICATIONS WITH REAL-TIME 3D GRAPHICS, BRAINSTORM PRODUCTS COVER A WIDE RANGE OF SOLUTIONS.

BROADCASTERS AROUND THE WORLD USE BRAINSTORM PRODUCTS FOR ALMOST ANY GRAPHICS-INTENSIVE REQUIREMENT, FROM NEWS AND SPORTS TO CHANNEL BRANDING, ENTERTAINMENT, WEATHER AND MANY OTHER APPLICATIONS.

BRAINSTORM SOLUTIONS ARE ALSO WIDELY USED IN MULTIMEDIA AND CORPORATE ENVIRONMENTS TO ENHANCE THE MESSAGE OR DISPLAY REAL-TIME DATA IN VISUALLY AND HIGHLY ENGAGING WAYS.

Brainstorm’s eStudio is a powerful and flexible toolset that provides solutions for all kinds of real-time graphics, and is also the render engine on which all other Brainstorm products run.

The eStudio is flexible enough to fulfill any broadcaster’s graphics requirements as it gives the designer access to all the possibilities and parameters available. It enables the easy drag-and-drop creation of customized interfaces for simple and intuitive control. The GUI is so customizable that the user can have just a few buttons for basic animations or alternatively detailed control panels for complex tasks. Virtually any kind of 2D or 3D graphic can be accomplished with eStudio, as well as smart templates which can automatically look up data and redraw graphics accordingly. Data can be changed manually or linked to databases, spreadsheets or real-time feeds.

Brainstorm’s extensive library of plugins provides additional tools, from After Effects or Photoshop exporters to camera calibration modules, and the latest 3D Importer module compatible with most of the common, new and open 3D file formats.
Forget all you know about Virtual Studios. Infinity Set can cope with any need from advanced tracked virtual sets to inexpensive trackless environments, and, most importantly, Infinity Set also solves your 3D graphics creation needs.

With virtually infinite virtual cameras and the industry-first TrackFree technology which allows combining tracked and trackless techniques in the same camera for further flexibility, Infinity Set is the most advanced solution for broadcast design and virtual set production, including a complete real-time 3D graphics toolset, allowing for the seamless integration of 3D objects within the scene, and imported from a variety of third-party packages. Aston 3D compositions can also be included, controlled and edited.

Infinity Set takes realism to a new level, as it creates a 3D representation of the live character coming from a video feed. This technology also allows the character to cast real shadows over synthetic 3D elements. Infinity Set’s advanced compositing features allow designers and producers to create fully realistic real-time 3D scenes where the different elements behave like those of the real world.

EasySet 3D is an affordable, easy-to-use virtual set solution that provides a 3D real-time environment with a 3D set builder, multiple trackless real and virtual cameras, integrated chroma keyer and a production mixer, all from just one PC.

EasySet 3D comes with an extensive library of virtual set elements that allow the creation of virtual sets from scratch: floors, walls, ceilings, screens, image files etc. A new virtual set is created simply by selecting the elements desired from the simple and intuitive user interface. EasySet 3D is very open to the integration of external content as it supports external live video feeds, 3D objects, pictures and movies in virtually any common file format. Screens and other objects can be added, displaying still images or live videos, and complete sets or 3D objects can also be imported from a variety of third-party packages. Aston compositions can also be included, controlled and edited.

With Aston 3D, Brainstorm has condensed 20 years of development of real-time 3D graphics into a comprehensive solution, that brings the heritage of the Aston brand to a wider customer base. A newly developed GUI (Graphic User Interface) blends the Aston user experience with eStudio’s vast power and extensive toplist to deliver the ultimate broadcast graphics solution. The new Aston 3D transcends the boundaries of CG expanding its capabilities to become the centre of any Graphics Department. Aston 3D allows operators to create, manipulate, animate and perform last-minute changes, even in on-air operation, of any kind of videographics. Although created for broadcast operation, Aston 3D is able to work in different environments such as corporate presentations, as it is resolution-independent.

OnDemand is a multi-purpose, versatile playout solution adaptable to any broadcaster’s needs regardless of the complexity. OnDemand allows operators to create rundown lists, edit them, individually modify their elements (graphics, videos, on-air shots, etc.) and play them out to air.

BrainNews is a MOS-compatible, template-based system that integrates Graphics creation into the News environments, allowing journalists to integrate high-quality pre-defined 3D graphics into their News workflow without the constant input from the Graphics Department. It is fully scalable to match any client’s requirements and budget.