Imagine's Versio™ Platform & Adobe® After Effects CC

October 2018

Imagine and Adobe

The Imagine Communications-Adobe alliance closely unites industry leading playout solutions with graphics creation tools to provide media companies with a one-of-a-kind, best-of-breed toolkit for producing, modifying and playing out creative assets at new levels of efficiency and ease-of-use.
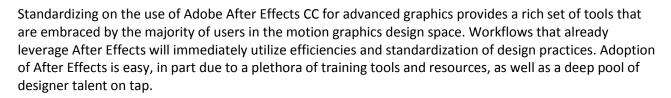
Imagine's Versio™ Platform is the industry's first cloud-native, microservices-based and modular playout solution designed from the ground-up for pure-IP, geo-dispersed environments based on commercial off-the-shelf (COTS) hardware. Versio Graphics is an integrated module of Versio Platform, providing a high-quality, extensible, real-time graphics engine.

Combining Versio Platform, including Versio Graphics, with the world-renowned graphics creation and compositing tool, Adobe® After Effects® CC, provides a powerful solution that enables limitless creative content creation, which in turn provides distinguished branding and effects for distinct channel recognition and astonishing detail to capture the viewer's attention.

Why use Adobe After Effects CC?

Adobe After Effects CC is the industry-leading graphics creation and compositing application that animators, designers, and compositors use to create motion graphics and visual effects for film, TV, video, and the web.

Standardizing on the use of Adobe After Effects CC for advanced graphics provides a rich set of tools that are embraced by the majority of users in the motion graphics design space. Workflows that already leverage After Effects will immediately utilize efficiencies and standardization of design practices. Adoption of After Effects is easy, in part due to a plethora of training tools and resources, as well as a deep pool of designer talent on tap.

Translating this expertise into the broadcast realm is made possible by use of advanced integration between Adobe and Imagine Communications. Rather than simply exporting a flattened graphics file from After Effects for basic playout on a broadcast server, a more innovative method utilizes the design elements and characteristics established by the designer in After Effects and carries them into the real-time, dynamic environment that is the Versio Graphics playback engine. This approach not only streamlines the process of creating graphics, eliminating unnecessary and manual touch points, but equally importantly, also honors the integrity of the precise graphics design straight to the final playback device.

Integration in Practice

Dynamic Replaceable Text and Graphics is an excellent example of how an After Effects motion graphics design can be passed directly to the Versio Graphics playback engine. Within an After Effects Composition, specific text and graphics elements are marked as "Real-Time." The embedded attributes, including font, size, position, rotation, opacity, and masking, are interpreted and carried out by the Versio Graphics engine in real time. Additional commands from automation or other control systems allow substituting of the text or graphic elements, which allows for dynamic content replacement without needing to re-render anything in After Effects.
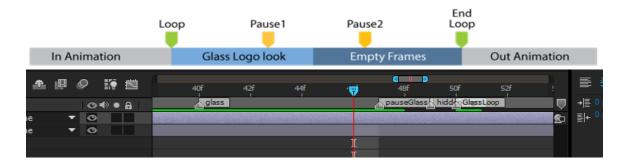
Dynamic Replaceable Text and Graphics
- ✓ *Create placeholder text and graphics for real-time substitution*
- ✓ *Leverage creative design tools of After Effects*
- ✓ *Embed real-time XMP metadata into exported MOV files*
- ✓ *Insert new text and graphics dynamically without re-rendering in After Effects*
- ✓ *Populate dynamic Now/Next/Later branding events directly from automation playlist*
- ✓ *Substitute live text from data source such as RSS feeds*

Content Triggering Content, or CTC for short, utilizes markers added to the After Effects Composition, which act as triggers for another event or state. Simple triggers will pause animations, jump to loop points, play alternate "looks," and initiate exit animations. Advanced triggers can trigger other graphics, or receive triggered commands themselves, allowing sophisticated inter-communications and behavior states. CTCs are then respected and acted upon by the Versio Graphics real-time graphics engine.
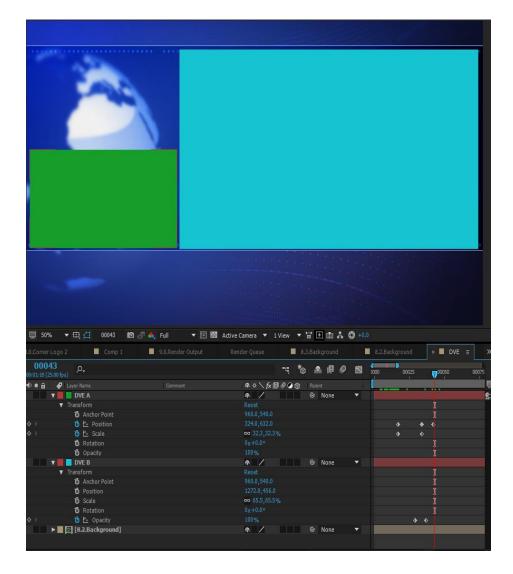
- • *Content Triggering Content (CTC)*
  - ✓ *Playback control of MOV files using embedded triggers*
  - ✓ *Adobe XMP metadata markers added to the main After Effects Composition track*
  - ✓ *Graphic logic built directly into flatted animations*
  - ✓ *Trigger across all layers of graphics*

Real-time DVEs leverage the creation of animated objects to represent the scaling and position used in squeezeback events. A designer has full control over not only the attributes of the DVE boxes, but also of the other graphic elements that can be interacting with the rate and position of the squeeze. This DVE information is then forwarded to the Versio Graphics playback engine, which executes the exact same operations in real time to the switched live or clip sources.

- Embedded Live DVEs
  - ✓ *DVE positioning and states designed in After Effects, exported as XMP metadata with MOV*
  - ✓ *Graphics align perfectly with the DVE including ease animation*
  - ✓ *DVE Sources controlled via automation*

This integration empowers broadcasters and motion graphics designers with the potential to fortify their graphics operations with new efficiencies and to unlock untapped creativity that further distinguishes their content in an increasingly competitive environment.
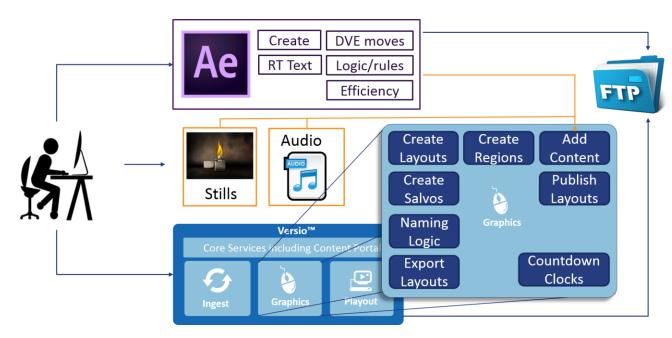
Markets and Applications

- **Broadcast channel playout**
- **Live graphics and branding**
- **Streaming and OTT with rich graphics**

Key Takeaways

- ✓ Utilization of industry-standard Adobe After Effects CC for creation of rich graphics
- ✓ Creation of channel graphics (e.g., bugs, bumpers, intros, rolls/crawls) directly using After Effects CC
- ✓ Exporting from After Effects to Versio™ .MOV with embedded, real-time XMP metadata. Can include video files or simply metadata for real-time, dynamic text and graphic replacement
- ✓ Real-time text and graphic replacement using After Effects metadata, maintaining font, size, position, rotation, opacity, and masking
- ✓ Real-time DVE squeezeback metadata from After Effects (size & position) for live/clip sources
- ✓ Sophisticated embedded "CTC" triggers from After Effects for interactive playback
- ✓ Support for advanced expressions in After Effects for text behaviors and grouping
- ✓ Dynamic and variable data sourcing for live text replacement including Now/Next/Later
- ✓ Ability to capitalize on existing user expertise in After Effects vs. proprietary graphics systems
- ✓ Typical use-case – End credit squeeze with credit text from external database

Graphics Workflow

Additional Questions?

Please contact your local Imagine Communications sales representative or visit our website, www.imaginecommunications.com, or call **1 866 4 Imagine (1 866 446 2446)** for immediate assistance.

Resources

Versio Platform

Adobe After Effects

Adobe video tools and workflows

Why use Premiere Pro or After Effects?