



Pixel Factory

Pixel Factory is a new turnkey, server-based implementation of Pixel Power's core graphics engine. Pixel Factory makes it easy and affordable to add high end graphics to non-live content distribution.

NEW 

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It is perfect for file-based operations in broadcast workflows where output quality and process automation are highly valued, but the enhanced hardware demands of live production and playout are not required.

Applications it is ideally suited for are:

- Producing graphics overlays for QC, web delivery or post production
- Creating graphics for program material and graphics overlays for thematic/static channels for playout by video or streaming file server
- "Burned-in" branding, promotion and graphics watermarking for multiscreen or video on demand content.

Pixel Factory also provides an efficient, template-based automated workflow for production, without taking on the capital expenditures required by live TV.

Pixel for pixel, the rendered output from Pixel Factory is identical to the highest quality output from Pixel Power hardware-based linear TV systems such as Clarity™, LogoVision™, BrandMaster™ and ChannelMaster™.

Ease of use

Pixel Factory runs on readily available, easily deployed standard IT server hardware supplied either by the customer or by Pixel Power.

Customers can deploy Pixel Factory graphics render farms at discrete locations or distribute it across their organization, shared as needed between departments and facilities.

Benefits

- Best of breed graphics with our core graphics engine (Clarity)
- Burning the graphics into the program media avoids the need for a graphics device in the playout chain with the advantages of :
 - More effective QC due to render in advance
 - Simplified chain easier to support and maintain
 - Less monitoring
 - Pre producing mitigates on air risk and allows QC
- Rendering capability can be shared across channels for increased efficiency

Existing Pixel Power templates can be repurposed for other delivery platforms using Pixel Factory, without additional graphics production costs.

Support for automated population of prepared graphics templates ensures consistency, accuracy and replaces manual workflows potentially reducing manpower.

