Why choose Pixel Power?

In an era where graphics play a pivotal role in creating the strong visual presence needed to help drive broadcaster revenues Pixel Power offers a range of systems - from powerful graphics branding CGs through to highly integrated complete channel playout systems and master control switchers - consisting of flexible and scalable product families, designed to meet the needs of broadcasters in either production or transmission environments.

Based on an extensive pedigree in broadcast graphics, Pixel Power’s award winning technology and innovation stretch back over twenty-five years.

Founded in Cambridge in 1987, Pixel Power products are in use daily around the world by some of the world’s major broadcasters such as Sky, BBC and Disney. Pixel Power has broad practical experience of a wide range of broadcast workflows, all backed by a worldwide dealer network and efficient technical support team. From demanding live applications such as news and sports to branding, promotion and full channel playout, Pixel Power delivers outstanding graphics, sophisticated control and unparalleled reliability.

Experience the benefits

Minimised capital outlay

Our product range supports HD and SD playout and single or dual output channel capability, providing solutions for a range of applications including live studio production, news and channel branding. Fully featured integration is supported by clip playback, Dolby® audio (AC3 and Dolby E), full master control and automated channel playout. Interfaces to existing automation systems ensure compatibility with a wide range of broadcast infrastructure protecting existing investments.

Reduced operational expense

Highly intuitive and easy to use graphical interfaces ensure rapid creation of sophisticated 2D and 3D template graphics and allow simple control over the complete range of product capability - graphics playout and master control - from a single user interface. The use of a common approach across the range permits savings in training and enables the sharing of human and graphical content resources.

Assured 24/7 system reliability

All our graphics processing platforms are designed and tested in-house, ensuring the highest possible build quality whilst avoiding many of the compromises incurred by using multiple suppliers and third-party graphics cards. All our software is based on a set of core modules deployed across the product range, providing a robust foundation. This hardware/software combination has been proven in the field by thousands of channels from major broadcasters over many years. Every platform in the range is backed by a comprehensive 15 month platform warranty for complete peace of mind.
Captivating graphics

Creating and controlling the highest quality of demanding real-time graphics is the principal focus of our products. Sophisticated tools presented through an easy-to-use interface empower designers to create stunning effects.

Intelligent templates and an intuitive 3D timeline allow complex graphics animations to be built with minimum effort. Optimised for real-time playout the range allows all elements - graphics, text, data, clips and audio - to be updated dynamically during playout.

Integrated Playout and Master Control with internal high-end branding

Using our extensive experience in graphics creation and channel branding, we have developed a complete suite of automated broadcast products, all incorporating the Clarity Graphics Engine for the ultimate in branding. Full master control functionality and long-form clip playout can be included, making it easier for broadcasters to deliver a consistent, fully realised identity for a channel that employs complex graphics, and meaning broadcasters can consistently deliver iconic branding to wow and retain their audiences.

One source for all your graphics and playout requirements

Pixel Power products and solutions cover all aspects of channel operation - graphics creation, playout and master control - for news, sports or scheduled programming with high levels of integration and sophisticated control. This avoids the problems frequently encountered using equipment from different suppliers, and minimizes the time to launch a channel on air.

Extended product lifetimes

To ensure that Pixel Power’s solutions remain future proof, our SD/HD switchable architecture safeguards future migration to HD. Also, an optimal hardware and software combination enables product feature sets to be enhanced through software upgrades, extending product lifetimes.

Delivering products that fulfill the requirements of today’s broadcasters continues to drive us to create truly innovative, market leading products and solutions.
Which Product is Right for You?

Products

Clarity™
Advanced Graphics
A family of advanced graphics systems including real-time creation and preview, with the option to scale from single to dual output channels. Targeted at live studio, OB production tasks and preparation of transmission graphics.

Pixel Post
Manual File-Based Output Solution
Designed to run on a standard Windows PC, Pixel Post is a software application that uses the common Clarity user interface for manual creation and rendering of multi-resolution file-based output. Targeted at post-production graphics creation, providing superior quality text scrolling and graphics output for use with NLEs.

Pixel Prep
Graphics Template Creation
Created to run on a standard Windows PC, Pixel Prep is a graphics template creation tool that uses the common Clarity user interface to enable the preparation and preview of graphics for Pixel Power products. Targeted at organisations without Clarity production systems or those who need additional graphics production capacity.

LogoVision™
Real-Time Channel Branding
An advanced graphics playout system providing one or two output channels with video and key. LogoVision is targeted at real-time channel branding applications in automated transmission environments.

BrandMaster™
Integrated Graphics and Master Control
A highly integrated graphics and master control system with independent program and preset channels and multiple independent keyers per channel. BrandMaster is targeted at reducing the cost and complexity of the signal chain in transmission facilities.

ChannelMaster™
Integrated Scalable Channel Playout Solution
A fully integrated, sophisticated and scalable channel playout solution that supports storage, graphics, subtitling, master control, and long-form content playout in a single device. ChannelMaster can either be slaved to third party automation systems or controlled using our Gallium scheduling, asset management and automation solution. ChannelMaster is targeted at organisations who need to get a channel on air quickly without compromising quality.

Pixel Render
Automated File-Based Output Solution
A software application that runs on a high specification server, enabling automated creation and rendering of multi-resolution file-based output in a variety of formats. Pixel Render is targeted at channel branding for file-based delivery applications including web, mobile and IPTV.
Product Variants and Features

**Base**
Advanced graphics system supporting 2D text and animations, clocks, tickers, optional 2D DVE.

**Clips**
Powerful graphics system supporting 2D text and animations, clocks, tickers, 2D DVE, multi-channel video and audio clip playback.

**3D**
Sophisticated graphics system supporting 2D text and animations, clocks, tickers, 2D DVE, video and audio clip playback, 3D text and animations, 3D model import, 3D model live texture mapping, 3D DVE.

**Audio Capabilities**
Pixel Power production and transmission systems enable a range of sophisticated and flexible audio features to be integrated into the workflow, without the need for additional devices, saving space, cost and time.

**Synchronise and trigger**
Multiple audio and video elements can be synchronised and triggered during playout to create a rich experience, thus enhancing broadcast programming.

**Duck, mute and mix**
Discrete and embedded audio, including 5.1 and Dolby encoded, can be ducked, muted or mixed, enabling insertion of voice-overs and multi-lingual audio.

**Control and concatenate**
Audio clip concatenation and playback can be controlled independently from graphics, locally or via automation, to create dynamic automated announcements during or between programming.

All production and transmission products within the Pixel Power range are available with three main variants of graphics capability.

Audio and video clips can be played back from the internal clip store to enhance channel branding and promotion.
Solutions that fit your Workflow

Pixel Promo
Automated Branding Solution
An automated branding solution that integrates with our graphics systems to automatically build graphics branding and promotional sequences based on offline or live analysis of the schedule. Targeted at reducing overhead and costs associated with creating a high volume of branding and promotional graphics for scheduled channels.

Pixel Control Toolbox
Customized User Interface Creation for Playout Control
A software development environment, enabling highly customized user interfaces to be created that control the playout of graphics from our products. Targeted at broadcasters who need to simplify the control of the graphics playout operation, particularly for live transmissions, to permit simple and error-free playout.

Pixel Power Management Console (PPMC)
Customizable Device Control, Management and Monitoring
A highly customizable device control and management application providing comprehensive access to the feature sets of our products through a rich graphical user interface. Targeted at transmission control facilities needing to remotely configure, monitor and control graphics, master control and playout on LogoVision, BrandMaster and ChannelMaster devices.

Gallium
Scheduling, Asset Management and Automation Solution
A highly integrated, sophisticated and scalable scheduling, asset management and automation system that provides modular client-server capability to create a variety of playout solutions. Targeted at transmission facilities who need to implement automated control of our transmission devices for graphics or complete channel playout.

Pixel Power offer a range of flexible workflow solutions to cater for every requirement.
Support and Commitment

Support

Newsroom

Integrating with MOS Newsroom Automation Systems
A client-server solution for integrating our graphics systems with newsroom automation systems including Avid iNEWS® and AP ENPS®. The solution which integrates either natively or using the industry standard MOS protocol consists of a graphics database server (Pixel Power Control Centre), the Rundown Manager for manual playout of MOS rundowns and a Newsroom ActiveX for newsroom desktops, enabling sophisticated WYSIWYG graphics creation at the journalist’s desktop.

Our Commitment
We pride ourselves on providing outstanding levels of product and software support to meet the individual requirements of our customers and worldwide distributor network. Our commitment is to build mutually beneficial partnerships with our customers ensuring that you will always have a friendly and knowledgeable point of contact.

Our Support Organisation
Our technical support staff are available to provide customers around the globe with timely, experienced operational and engineering support.

The core support team, based in the UK and the dedicated teams of support engineers in regional offices worldwide help customers diagnose and correct issues either by telephone, email, remote access or through site visits. Our support desks at each location are manned by qualified technical support engineers to give rapid technical response.

Support Packages
All our equipment is designed and built to the highest standard and is supplied with a Platform Warranty Support package for a full 15 months from the date of shipment.

We also offer an extensive range of additional services and support packages either as an upgrade during warranty or for subsequent periods. Each support package is designed to fit a specific set of needs; however we have the flexibility to create a custom support package tailored to your specific circumstances.
The Pixel Power product range comprises a number of products and product families that are divided according to their area of application.

**Clarity**
- Powerful template creation GUI
- Choose from file or SDI based output
- Sophisticated template logic
- Optimized for manual operation

**Transmission**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**Production**
- Customisable playout GUI configuration
- Centralised configuration and control
- Automated dynamic graphics building
- MOS enabled newsroom integration

**Pixel Prep**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**Pixel Post**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**Newsroom**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**LogoVision**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**BrandMaster**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**ChannelMaster**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**Pixel Render**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**Workflow**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**Pixel Prep**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**Pixel Post**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**Newsroom**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**LogoVision**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**BrandMaster**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**ChannelMaster**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

**Pixel Render**
- Extensive automation system support
- Best of breed 2D and 3D graphics
- Highly integrated feature set
- Optimized for dynamic live operation

Due to continual product development specifications may be subject to change without notice. Pixel Power, LogoVision, BrandMaster, ChannelMaster and Clarity are trademarks of Pixel Power Ltd. All copyrights and trademarks recognized.