Avid Deko 550 v.XX

The definitive entry-level on-air graphics system, Avid Deko 550 provides sophisticated SD visuals in live production settings and newsrooms. Avid Deko 550 sets the standard for low-cost CG systems with a comprehensive set of production tools for text and graphics creation. Avid Deko 550 supports the import of a wide range of file formats for creating logos and elements, for fast and easy graphic branding of on-air text.

The Avid Deko 550 feature set includes design tools for file import, graphic creation, and macro scripting, as well as automation and database support. When it's time to air, animate graphics quickly using the standard sequencer and extensive array of page-based effects, rolls, crawls, and character reveals. Graphics and motion effects created on any Avid Deko system can be networked to the online Avid Deko at air time, for a seamless workflow.

Easy to use in live and automated environments
Broadcasters around the world rely on Avid Deko more than any other real-time graphics system. The proven, familiar, and user-friendly Avid Deko 550 interface ensures that broadcasters get their brand to air quickly in live or automated environments.

Value for any size broadcast market
The affordable Avid Deko 550 is highly extensible, with options to meet a wide variety of production needs, including an internal video clip player with key. The Avid Deko 550 system can be easily upgraded to Avid Deko 1000 or 3000 systems for expanded motion effect capabilities, including animating individual text rows, words, and characters.

Powerful real-time graphics performance
Avid Deko 550 systems provide real-time graphics processing and output with a comprehensive set of real-time effects, including roll, crawl, slow reveal, dissolve, push, slide wipe effects, and optional internal video clip playback with key. Link Deko graphics layers directly to multi-layered Photoshop files; access individual or multiple Photoshop layers while maintaining layer names and alpha channels.

Sophisticated text capabilities
Standard text manipulation tools include kern, skew, type on a curve, and support for a wide range of languages and sentence orientations. Avid Deko 550 includes over 500 True Type fonts. Easily add your own font collection from CD or Web. Create custom typefaces and import logos —and assign them to key caps.

Time-saving tools
designed for broadcast workflows
Avid Deko 550 helps to guarantee station branding with content-independent effects and layouts, including fit-to-fill, file associations, and tools to simplify working in multiple formats and aspect ratios. Intelligent templates and user-definable macros with auto-learn functions let stations customize workflows, automate repetitive tasks, and process one or hundreds of graphics at once for fast, consistent changes to a large volume of content.

Avid Deko 550 Options

Automation – data interface to popular newsroom systems using the III communications protocol; includes timecode control and access to popular SQL databases

FastAction Keyboard – built for fast, reliable live production and newsroom playout

ClipDeko – internal clip database can import, record, and play video clips with key and audio, and includes browse, preview, trim and loop controls

DekoMOS – allows journalists to add text, stills, and clips to pre-defined templates and preview the graphic from the newsroom computer system; the DekoMOS Playback Controller controls up to nine Deko channels per show

ThunderBrowse for Deko – provides additional offline still management of Avid Thunder database; create graphics from Avid Deko and save directly to database

Text with faces, edges, shadows, underlines, and frames can solidify your brand identity with every character. Text tools include scale, rotate, skew, kern, and type on a curve and built-in spell check.

Avid

Avid Deko 1000 v.3.0

Avid® Deko® 1000 sets the standard for mid-range on-air graphics systems. They include all the standard features found across the Avid Deko family, including spell-check, video frame grab with key, and user-definable macros, but add more sophisticated graphics capability. Enhanced 2D DVE effects, custom scripting of text and graphic layers, rolls, crawls, and slow character reveals make affordable Avid Deko 1000 systems ideal for broadcast environments using SD, HD, or both, formats.

Late-breaking news will always make it to air with Avid Deko 1000. Tools for real-time playout enable speed, accuracy, and easy up-to-air edits to a template or directly to the on-air channel. Link Avid Deko effects and internal clips directly to the graphic address for fast playout of all content. And because stored animations are not tied to character count, effects will always play the way you expect, regardless of last minute changes.

Avid Deko 1000 Options

Automation – data interface to popular newsroom systems using the III communications protocol; includes timecode control and access to popular SQL databases

FastAction Keyboard – built for fast, reliable live production and newsroom playout

ClipDeko – internal clip database can import, record, and play video clips with key and audio, and includes browse, preview, trim and loop controls

DekoMOS – allows journalists to add text, stills, and clips to pre-defined templates and preview the graphic from the newsroom computer system; the DekoMOS Playback Controller controls up to nine Deko channels per show

ThunderBrowse for Deko – provides additional offline still management of Avid Thunder database; create graphics from Avid Deko and save directly to database

DekoObjex – create and play back persistent, object-based elements for news crawls, tickers, promos, and time/temperature applications

2D Motion Pack – extend animation control to words, rows, characters, and text details for glows, blurs, and easy sound effects; includes key-framing and timeline scrub controls

Real-time on-air HD and SD graphics and branding
Define your visual identity and style once with sophisticated on-screen elements—including news crawls, clocks, tickers, station IDs and other graphics—and maintain brand consistency throughout production and delivery. Multi-aspect composition allows efficient, simultaneous production of SD and HD formats and aspect ratios.

Scaleable to powerful character-based motions, glows, and blurs
Deko 1000 includes the Motion editor for applying ActionScripts to text and graphic layers in 2D space. And with the 2D Motion Pack option, users can extend animation capability to apply layer, row, word and character-based effects including easy glows and blurs that fit any character count.

Format flexibility
Capture and play back MXF files for incredibly easy graphics creation. Photoshop files can be imported directly to Avid Deko as individual layers, all at once or individually, eliminating the extra step of converting design elements into individual files. And Motions can be quickly rendered to .avi or .tga files, both fill and key, for even greater export flexibility.

Time-saving templates, macros, and file associations
Make fast design changes to news and sports "looks" with intelligent templates: advanced composition tools such as text that fits-to-fill a layer boundary or auto-branding frames that apply to manual or automated text entries. Automate repetitive tasks with user-defined macros—process one or hundreds of graphics changes at once across a large volume of content. And file associations enable fast, large-volume design changes for increased productivity and consistent style.

The Avid Deko user interface is designed for core broadcast functions, including manual or automated composition and playback. Avid Deko layers can accept content from a newsroom system, sports interface, or external ODBC database for getting data to air.

Easy upgrade to Deko 3000
Deko 1000 is an extensible system with options to meet a wide variety of production needs, including an internal video clip player with key. And as your needs change, Deko 1000 can be upgraded to Deko 3000 for 3D DVE effect and 3D model import.

Avid

Avid Deko 3000 v.XX

Take your on-air graphics capabilities to the highest level with the Avid Deko 3000 system. Its rich palette of visual capabilities include real-time 3D Motions; DVE-style transitions; and true 3D model import—all easily composited with live, editable Deko text and images. Avid Deko 3000 is available in SD, HD, or Hybrid configurations and all Deko models can be upgraded to this most powerful system.

The Avid Deko 3000 system provides a rich set of tools for defining and delivering unique broadcast brands, using time-saving features such as templates and file associations. Sophisticated 3D graphics can be designed once and then used in multiple graphics with customized text and images. Content-independent motions automatically adjust to changing text, and Avid Deko 3000 supports the incorporation of sound effects linked to layer, row, word, or character motions to further differentiate and reinforce your station's programming and identity.

Avid Deko 3000 options

Automation data interface to popular newsroom systems using the III communications protocol; includes Timecode control and access to popular SQL databases

FastAction Keyboard built for fast, reliable live production and newsroom playout

ClipDeko internal clip database can import, record, and play video clips with key and audio, and includes browse, preview, trim and loop controls

Cel Animation – import and cycle file series such as .targa or .tif for animated bugs and logos

DekoMOS allows journalists to add text, stills, and clips to pre-defined templates and preview the graphic from the newsroom computer system; the DekoMOS Playback Controller controls up to nine Deko channels per show

ThunderBrowse for Deko provides additional offline still management of Avid Thunder database; create graphics from Avid Deko and save directly to database

DekoObjex create and play back persistent, object-based elements for news crawls, tickers, promos, and time/temperature applications

Effects Option Pack timeline interface for Motion creation; Cel Animation Player for looping bugs; Pan and Scan for zooming into large textures; and additional 3D DVE-style effects including 3D ripple, and page scroll

Import and playout of 3D models and animations
Avid Deko 3000/SD v 3.0 systems let broadcasters combine true 3D objects, Deko graphics, and real-time data integration and image playback. Text and images animate with the 3D model, but remain a live and editable element of playout.

Independent clips and scenes per channel
With Avid Deko 3000 v 3.0, each SD channel can display a different clip or a different DekoObjex scene. Animate lower-third formats in one channel and full-screen templates in another—or display tickers, bugs, cel animations, and clocks in separate channels. Play back multiple SD and HD clips per channel with Motion Timeline control, transitions, and 2D scaling—plus fills, moving keys, and static mattes with infinite and 3-point loop capability.

Mission-critical performance
Deko 3000 is designed for mission-critical live-to-air environments, including national news, cable programming, remote sports events, awards and game shows. It's the only solution engineered for high-profile SD and HD broadcasts that depend on speed, animation playout, and eye-catching looks.

Format flexibility
Avid Deko 3000 is available in SD, HD, and Hybrid configurations and provides intuitive tools for working simultaneously in multiple formats and aspect ratios. The Deko 3000/Hybrid can generate and output native, real-time HD or SD graphics and effects, switching between the two with a simple software setting. Multi-aspect composition allows simultaneous production of multiple HD and SD formats and aspect ratios.

Intelligent templates
Advanced composition tools include text that fits-to-fill a layer boundary and auto-branding frames that apply for every manual or automated text entry. Enables fast design changes to news and sports "looks" for consistent style and greater productivity.

The Avid Deko 3000 Motion Timeline allows easy animation on text, images, and video clips with linked sound effects. Motion Behaviors can be solitary or they can react with on-screen layers, such as repel, attract, skew, dim, and brighten—without requiring complex key-framing. Effects are content-independent; so they work regardless of character count.

Avid

Avid DekoCast v.X.X

Avid DekoCast is a single-box master control, channel branding, and localization system that combines real-time CG; video and audio clips; multi-channel DVE; and advanced keying. Available in SD, HD, or Hybrid configurations, Avid DekoCast gives broadcasters an all-in-one solution for delivering in-program advertising; weather and other alerts, credit sequence promotions; and a consistent, competitive channel identity.

Avid DekoCast options

Authoring Station –A fully-featured DekoCast system designed exclusively for creating and previewing content. Not intended for on-air use, it has watermarked video output. The Authoring Station does not require or include the DekoCast Scene Creator.

Scene Creator – A what-you-see-is-what-you-get software application for creating Avid DekoCast scenes. Scene Creator lets broadcasters create custom Avid DekoCast scene with less technical knowledge and training, and makes data binding from news, sports, or other data sources fast and easy.

Content Packs – Professionally designed Avid DekoCast scenes and elements which can be customized and combined with the Scene Creator. Includes common broadcast elements such as crawls, squeeze-backs, sports, weather, financial, school, and news graphics.

Clips Option – Provides up to 12 hours of DV25 video clip storage, for instant playback of two independent simultaneous video clips, with key.

Cel Animation Player – Allows a series of .tif or .tga files to be imported and used as an animated playout effect.

A complete broadcast branding solution, all in one box.
In a single on-air branding solution, Avid DekoCast reduces the costs associated with creating and implementing edge graphics and branding. And it enables new revenue opportunities through in-program advertising and promotions.

Format flexibility
Real-time native HD and SD graphics processing and output lets broadcasters create, manipulate, and output SD or HD material in real time and at full frame rate. All graphics, motions and effects—including 2D DVE-style transitions—can be on air instantly in SD or in 1080i or 720p HD. Avid DekoCast also offers extended support for popular image and media formats, including .avi, .dv, .mxf, .tmf, and mpeg2.

Real-time graphics, DVE, audio, and internal clips
Apply real-time 2D DVE control to multiple Avid Deko graphics, text, animated logos, internal video clips, and pass-through video—all from an intuitive timeline interface. The DekoCast timeline allows real-time animation scripting with key-frame control over multiple parameters of scale, position, and opacity. Audio mixing controls let you add embedded audio or linked .wav file sound effects to effects to reinforce channel branding and capture audience attention.
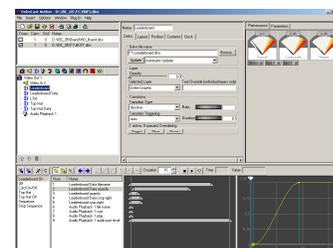
Template-based dynamic graphics
No other channel branding system can offer comprehensive graphics and template creation using the powerful and user-friendly Avid Deko application. Take advantage of the industry-leading Avid Deko graphic design workflow—including automation-ready templates with fit-to-fill, forced case, fixed character count, and auto-branding frames—in a networked production environment.

Seamless facility fit
Avid DekoCast supports industry-standard master control automation systems including Louth, OmniBus, Sundance, Encoda, and Florical, as well as the Avid iNEWS ControlAir automation-assist system. Common newsroom system automation support includes the III protocol; XML and GPI controls; and customized applications using the DekoCast API programming language. And the automatic or manually triggered bypass mechanism guarantees throughput of the incoming video signal.

Powerful Promos with the PowerPromo option
The Avid DekoCast system ties promotional and brand graphics, effects and audio clips directly to station automation and traffic systems. The marketing department chooses from templates created by the graphics department, customizes fields—including show name, date, and time— and sets the daily schedules. Scheduling data can also be provided by the station's automation system directly, tying real-time data from the traffic log to station branding elements from Avid DekoCast.

Link Avid DekoCast objects directly to ODBC-compliant databases for fast, accurate data binding that can cycle updated results on air; continuous news crawls and tickers can display dynamic content and branding elements such as station IDs or sponsor logos

Avid

Feature Comparison for Avid Deko Systems

	Macro Language	Photoshop Layer Import	Text Pops	Deko3D	Automation	DekoMOS	DekoObjex	FastAction Keyboard	ClipDeko	Clip Playback	Cel Animation	Make DekoMovie	Thunder Browse for Deko	2D Motion Pack – incl advanced 2D Motion by row, word, character and key framing	3D Effects Pack – incl advanced 3D motion, Cel animation, Pan and scan and Motion Behaviors	Motion Design
Deko 550 Feature-rich and Cost-effective SD graphics system delivering real time on-air reliability and powerful composition tools																
2D Effects • Page-based effects including: Wipes, pushes, dissolves, rolls, crawls,	✓	✓	✓		O	O		O	O				O			
Deko 1000 Powerful live to air graphics system delivering a rich set of visual capabilities including real-time 2D Effects																
2D Effects • Page-based effects • Layer-based Motion • Extendable to Row, Word, and Character effects (option)	✓	✓	✓		O	O	O	O	O			✓	O	O		
Avid Deko 1000 HD and Avid Deko 1000 Hybrid models add these features and options																
• Keyframe-able motion path (option) • Persistent Objects (option)	✓	✓	✓		✓	O	O	O	O	✓		✓	O	O		
Deko 3000 High-end live to air graphics system providing compelling real-time visual performance including 3D Effects and Animations																
3D Effects • Keyframe-able, spline-based Timeline control • Character-based Motion for easy glows and blurs • Page turns, Shards, 3D Ripple and DVE effects • X,Y,Z Rotation	✓	✓	✓	✓	O	O	O	O	O		O	✓	O		O	
Avid Deko 3000 HD and Avid Deko 3000 Hybrid models add these features and options																
• 3D Model Import • Persistent Objects (option)	✓	✓	✓	✓	✓	O	O	O	O	✓	O	✓	O		O	
PostDeko Offline creative toolset providing complete graphic compositions and 3D Effects																
Offline 2D/3D Effects • Keyframe-able, spline-based Timeline control • Character-based Motion for easy glows and blurs • Page turns, Shards, 3D Ripple and DVE effects • X,Y,Z Rotation	✓	✓	✓	✓								O	O			O
DekoCast Master control, channel branding system combines real-time CG, video and audio clips, multi-channel DVE and advanced keying																
2D Effects • Layer-based effects • Wipes, pushes, dissolves • Timeline control • Persistent Objects • Video Squeeze-back	✓	✓	✓							O	O					

✓ – Standard   O – Option

For more information visit www.avid.com/AvidDeko or contact your local reseller.

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