

# INSIDE GRAPHICS

YOUR GUIDE TO GRAPHICS AND LAYOUT

ISSUE 1

THE GRAPHICS HUB  
SYSTEM SPECIFICATIONS  
WORKFLOWS  
THE RANGE  
THE TOOLSET  
... AND MORE



## CLOSE-TO-AIR NOTHING ELSE COMES CLOSE

THE ULTIMATE GRAPHICS AND LAYOUT PARTNERSHIP  
PLUS: TECHNOLOGY UPDATES AND LATEST NEWS



# Paintbox & Picturebox sQ close-to-air nothing else comes close

the ultimate graphics and playout partnership



Paintbox enables designers to react intuitively to the high pressure demands of close-to-air graphics. They love its creative power and intelligent ergonomics. By combining it with Picturebox sQ you will have the ultimate, totally integrated system for the creation, playout and management of still and moving graphics. For a closer look, go to [www.quantel.com](http://www.quantel.com)

Quantel *is* graphics



John Woodhouse

JOHN WOODHOUSE LOOKS AT HOW BROADCASTERS CAN WIN VIEWERS AND GROW REVENUES

## LOOKING GREAT BY DESIGN

In a world where the competition for viewers' attention has literally exploded across so many media choices, the need to look not just good, but *great* on air is paramount for broadcasters. And no more so than in the fast changing worlds of news, sports and magazine programs.

Looking great on air doesn't happen by accident, but by design. Put simply, great design makes your station look great on air, winning you more viewers and so, increased revenues.

The Quantel Paintbox and Picturebox sQ are the ultimate broadcast design team. This unique combination empowers your station's designers to produce stunning work against the tightest of deadlines and get it on air super-fast and with on-the-button reliability. Together, Paintbox and Picturebox sQ are the ultimate graphics partnership, helping you win viewers and build revenues.

“THE INDUSTRY’S MOST POWERFUL AND VERSATILE GRAPHICS PARTNERSHIP”

### PAINTBOX – UNMATCHED CREATIVE POWER

NORMAL RULES SIMPLY DON'T APPLY CLOSE-TO-AIR. IT'S ALL ABOUT TIME AND PRESSURE; FORGET THE BRIEF, FORGET TRIAL AND ERROR, FORGET PROCESSING. “JUST GIVE ME SOMETHING GREAT NOW!”

That's why Quantel conceived the legendary Paintbox, and, over 20 years later, the latest generation Paintbox is still the only serious choice for close-to-air graphics.

#### Building revenues

Today those pressures are even greater; never has TV been so competitive and so time-driven. With its completely intuitive interface, vast toolset, lightning-slick workflow and enormous power, Paintbox has everything the designer needs to deliver stunning graphics in the blink of an eye.

Graphics that arrest viewers' attention; graphics that help build your station's reputation, ratings and revenues.

#### Paintbox has it all

So whether it's an attractive still to complement a last-minute voice-only report, a quick fix with seconds to air, an explanatory animation that marries live video with dynamic graphics, or on-set 'decoration' for plasmas and projector screens, Paintbox has it all. Quite simply, nothing else comes close.

### PICTUREBOX sQ IS THE GRAPHICS HUB

Picturebox sQ is a completely new approach to managing close-to-air graphics. It's the graphics hub that allows designers, producers, journalists, news and on-air directors to truly collaborate in graphics production.

#### Better graphics, faster

That collaboration leads to better graphics produced and put out to air in a more timely fashion – making optimum use of all the station's creative resources. Central to the collaborative approach is the Integrated Graphics Architecture manager – IGA.

This central database and control application can support any number of Picturebox sQ systems. IGA acts as the graphics service provider, allowing designers access to stored content, production staff the ability to review finished graphics and the directors the on-air control of playlists and playout.

#### The complete answer

In summary, Picturebox sQ is the complete answer to modern broadcast graphics management needs. Naturally that also makes it a perfect partner for Paintbox, and together they make the industry's most powerful and versatile graphics partnership.

# A CREATIVE FORCE

FOR OVER 20 YEARS THE NAME PAINTBOX HAS BEEN SYNONYMOUS WITH EXCELLENCE IN TELEVISION GRAPHICS, ESPECIALLY IN THE PRESSURIZED CLOSE-TO-AIR ENVIRONMENT.

Today's Paintbox is the most powerful and capable ever – a fusion of every ounce of Quantel's enormous experience in television graphics with the very latest technology.

### Quickest on the draw

Paintbox's ergonomics are quite simply brilliant. That's because they've been continually refined through the experience of literally thousands of graphic designers over many years. When the pressure's on, nothing comes close to its speed and creative power; just ask any Paintbox artist.

### Sparkling stills

Paintbox's one-touch interface and perfectly tuned toolset will help you knock out drop-dead gorgeous stills at breathtaking speed. One minute to air and the news director's got an idea? No problem; that's just food and drink to Paintbox!

### Award winning results

Paintbox is designed to help you and your station stand out from the crowd. And it does just that in creative hands. That's why Paintbox artists have won countless awards over the years.

### Amazing animations

Paintbox is just as adept at helping you create stunning animations at lightning speed. All the animation tools are fully integrated in the Paintbox toolset so you don't need to swap between applications, saving you valuable time when it most matters.

### Versatile video

Moving footage plays a vital role in bringing television graphics to life. Quantel knows this because Quantel invented the technology that made it possible – the legendary Harry and then Hal. Today all those video tools and a whole lot more are right there in the Paintbox.



“PAINTBOX IS THE SLICKEST, QUICKEST GRAPHICS MACHINE IN THE WORLD. PERIOD”

## THE ULTIMATE GRAPHICS TEST

FOR MOST PEOPLE, THE PRESSURE OF WORKING CLOSE-TO-AIR IS QUITE ENOUGH ON ITS OWN, BUT NDR GRAPHIC DESIGNER, NICOLA BOYSEN, ARMED WITH HER NEW PAINTBOX, OBVIOUSLY RELISHES EVEN GREATER CHALLENGES.

At the international radio and television show in Berlin, IFA, NDR (one of Germany's leading broadcasters) produced its popular news program 'tageschau' live on stage several times a day, including freshly produced graphics by Nicola Boysen for each bulletin, on stage in front of visitors to the show.

### A natural progression

Nicola has worked with Quantel systems for many years, on previous generation Paintboxes, Hal and Editbox. The move to the new Paintbox was easy. “Most of the menus are the same, as well as the interface, which I love,” said Nicola. “The pen and tablet is like an extension of my hand!”

### Reliable and fast

At IFA, Boysen had to produce nearly 30 stills, graphics and animations for seven news bulletins. “Everything had to be done incredibly quickly, no matter how much raw material in whatever format was thrown at me and my Paintbox,” Nicola continues. “It's reliable and fast – it keeps going no matter how much pressure I put on it. On-air deadlines are brutal – they can't be moved!”



## SHARED WORKING

Paintbox is not only a superb standalone graphics system, it also networks beautifully with other Paintboxes, QPaintbox desktop stations and of course the Picturebox sQ. In fact, Paintbox is the workflow heart for the broadcast design department.

### Great connections

Its superb connectivity enables all graphics resources to share content, templates and archives – particularly vital in the news environment where a number of designers will often need to be working simultaneously with the same material.

Naturally, Paintbox also fits perfectly into Quantel sQ news and sports systems.

### No pressure

And when the pressure's really on, several Paintbox designers can work in unison on a project, sharing workload, ideas and resources in a way that's simply not possible with any other system.



“ON-AIR DEADLINES ARE BRUTAL – THEY CAN'T BE MOVED!”



## TOP TEMPLATING

Every TV station has its own house style. Paintbox has a powerful set of templating tools which allow you not only to create the style, but also to drop new elements into the template with ease and speed.

### Looking good

Time to air is reduced, and journalists and producers can also easily use your templates to create their own graphics without compromising your on-air look.



# MAKING THE NEWS

GRAPHICS ARE A VITAL TOOL IN THE NEWS DIRECTOR'S ARMOURY. HELPING TO EXPLAIN AND ILLUSTRATE, THEY ARE OFTEN THE ONLY WAY TO TELL A STORY WHEN THERE'S NO REAL FOOTAGE YET. AND OF COURSE GRAPHICS CARRY THE STATION'S IDENTITY AND BRAND VALUES ON ITS FLAGSHIP PROGRAMMING.

Paintbox and Picturebox sQ are the ideal partnership to help the news director to get stories to air faster and looking better. The Paintbox has unmatched creative power; Picturebox sQ brilliant graphics management and presentation tools. Together they can bring news broadcasting to life.

### Competitive advantage

Graphics are key in differentiating your station from your competitors. Paintbox and Picturebox sQ are the tools that will give you a massive competitive advantage. With these systems, you win market share, ratings and revenues.

### Easy under pressure

Finding the right picture quickly is vital in news. Picturebox sQ lets you define your titling and descriptive criteria so tracking down just the right image is a quick and painless process.

In short, Picturebox sQ was designed to work the way you do – under pressure.

### Totally secure

Paintbox and Picturebox sQ help news directors sleep nights. They're both specifically designed and built from the ground up for the television business. That means when the take button is pressed or the run-down is updated with a new graphic, the News Director gets exactly what they want exactly when they want it. 100% guaranteed.

### Easy to change

No matter how complex, how many layers or elements, every graphic, animation or video sequence can be saved uncommitted as a 'pack' in Paintbox. This makes re-versioning to change the look or add new information a simple and fast process – just replace the section you want and the new graphic's instantly ready for air again.

**“DESIGNED TO WORK THE WAY YOU DO – UNDER PRESSURE”**



## GO LIVE WITH PICTUREBOX sQ

The optional slo-mo lever on its control panel makes Picturebox sQ a natural fit for live events, as does its compact size. Add to that confidence the speed and positive simplicity of its picture management, and the result is a perfect package for remote/OB use.



## PAINTBOX BOSSES NOVA

The Czech Republic's first and most successful independent broadcaster, TV Nova has a strong reputation for the quality and originality of its graphics and promotions, both in news and also in branding/ station identity, as the many awards it has won – including Promax/BDA gold, attest.

### All-new technology

Since 1994 all the station's graphics have been produced on Quantel Paintbox and Picturebox systems, and TV Nova has recently made the decision to update its graphics department with all-new technology with an emphasis on animated graphics and a new playout system that handles both clips and stills.

### New Paintbox for a new age

Following a thorough investigation of every graphics option in the market, TV Nova has chosen Quantel for its new graphics era. TV Nova has purchased two Quantel Paintboxes, two QPaintbox 'personal Paintbox' software licenses and a Picturebox sQ via Quantel's Prague-based distributor and integrator, 20-20 Vision Graphics. Key considerations in TV Nova's eventual choice of the new generation Quantel graphics systems were reliability, value for money, speed to air and ease of integration.

## GET SET WITH PAINTBOX

NEWS TODAY IS ABOUT MORE THAN COMPELLING STORY TELLING – IT'S ALSO ABOUT CREATING AN ON-AIR ENVIRONMENT WHICH BOTH REINFORCES STORYLINES AND CONTINUALLY PROMOTES THE STATION'S IDENTITY AND STYLE.

That's why many news sets now combine high tech real world materials and props with virtual set technology and plasma/rear projection displays to produce an on-screen 'total news experience' for the viewer at home.

### Total news

Paintbox and Picturebox sQ are the perfect partnership to bring 'total news' to life. Paintbox has the power and tools to create stunning graphics for every purpose; Picturebox sQ can be configured with up to six video outputs that can be simultaneously feeding plasmas, back projection, looping content and on-screen news graphics, giving total visual support to each story as it is told.



## BREAK NEWS, NOT SWEAT!

PAINTBOX AND PICTUREBOX sQ HAVE THE KIND OF RELATIONSHIP MANY CAN ONLY DREAM OF – THEY WERE QUITE SIMPLY MADE FOR EACH OTHER!

### Close coupled

That means as soon as the Paintbox artist has completed a graphic or clip, it can be fired across the network to the Picturebox sQ together with all its metadata automatically attached. The moment it is received it can be instantly dropped right into the playlist even down to the last second before broadcast.

### First to air

That's the kind of responsiveness and flexibility that helps TV stations build their reputation for getting breaking news to air first – and looking great too. Paintbox and Picturebox sQ are quite simply the perfect graphics partnership.



**“IT'S ALL ABOUT GETTING STORIES TO AIR FASTER”**

## DEMOCRACY MEANS QUALITY

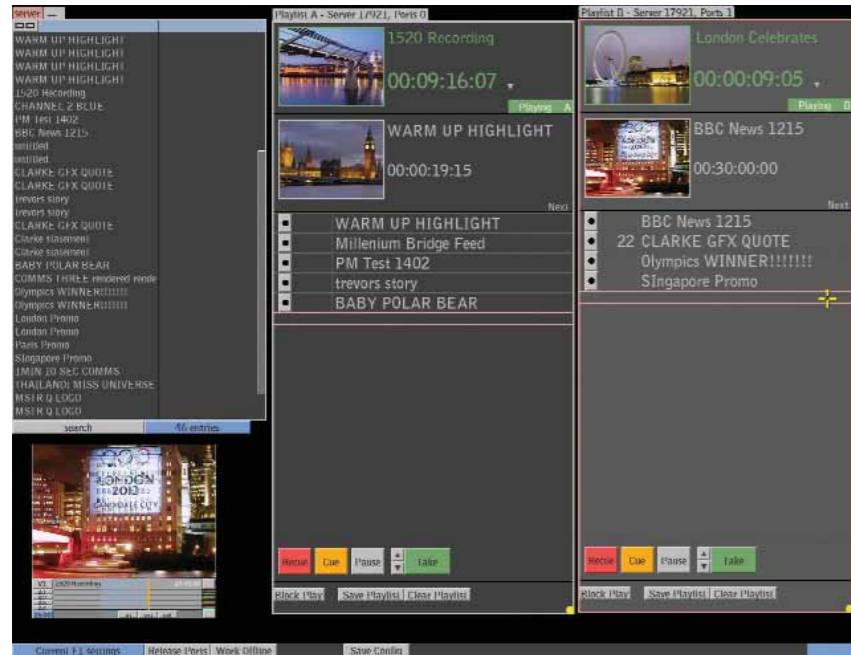
EVEN WITH THE FASTEST GRAPHICS SYSTEM IN THE WORLD, MATERIAL CAN STILL BE DELAYED BY THE REVIEW AND APPROVAL CYCLE.

But with Paintbox working in combination with Picturebox sQ, the problem's solved – further cutting time to air and increasing quality.

### Review for all

How? Because Picturebox sQ is a truly democratizing system – it is open to all. The news director, journalists, producers, archivists, legal and rights managers can all have viewing and browse access to all material stored on the Picturebox sQ from their desktops by simply installing Quantel's sQ View software. It's all about connected thinking in news and it means getting stories to air faster and looking even better.

Rushcliffe		
Candidates		Parties
Ken Clarke	27,899	Conservative
Edward Gamble	14,925	Labour
Karrar Khan	9,813	Liberal Democrat
Simon Anthony	1,692	Green
Matthew Faithfull	1,358	UKIP
Daniel Moss	624	Veritas



QPlay interface

# ON-AIR SECURITY

PICTUREBOX sQ'S QPLAY ON-AIR CONTROL PANEL WILL FEEL INSTANTLY AND REASSURINGLY FAMILIAR TO MANY.

That's because it's a development of the much loved, highly ergonomic control panel of the original Quantel Picturebox that found so much favor with thousands of broadcasters worldwide.

The software behind the new panel provides even more flexibility for the input, output and rundown processes. It's a perfect union of experience and innovation.

### More flexibility

The QPlay panel supports two channel playout of full frame or fill & key graphics. Direct number entry on the panel allows for last second entry of items or fast recall of frequently used items such as openers, bumpers and stings.

Adding even more flexibility, any IGA connected workstation – Paintbox, for example – can also run QPlay as an application. This means that the Paintbox artist can create, review and rehearse playlists off-line, further enhancing the quality of the final result when it goes to air.



Right: QPlay control panel

“CREATE, REVIEW AND REHEARSE PLAYLISTS OFFLINE”

## RECORDING AND EDITING TOO!

THE TECHNOLOGY AT THE HEART OF PICTUREBOX sQ IS A DEVELOPMENT OF QUANTEL'S RENOWNED sQ SERVER.

This is very good news for non-server based TV stations because Picturebox sQ can optionally have an extra two channels which can be dynamically switched between output and input.

This means that Picturebox sQ can act as a record station to get material such as lines feeds into your facility without the planning and complication of tape based ingest.

Even better, it can continue to record while simultaneously playing out clips and stills to air; that's serious versatility!

Furthermore, an sQ Cut editing application can then be used to edit this material using Quantel's next-generation timeline editing interface – commonly accepted as the most user friendly yet powerful editing application in television.



## LAST SECOND CHANGES

Picturebox sQ's FrameMagic technology enables playlists to be changed and updated right down to the last second prior to actual playout with complete confidence and security.

### No copying

The beauty of FrameMagic is that changing the running order is just a matter of instructing the system to play out stored material in a different order – no moving or copying is required, which is why Picturebox sQ is so lightning fast, even very close to air.

# ENGINEERING SUCCESS

MORE THAN 30 YEARS' EXPERIENCE AT THE SHARP END OF BROADCASTING MEAN THAT QUANTEL KNOWS ALL ABOUT THE COMPLETE SECURITY AND RELIABILITY THAT'S REQUIRED IN THE CLOSE-TO-AIR ENVIRONMENT.

That's why Quantel has designed and built Paintbox and Picturebox sQ from the ground up specifically for broadcast. That means complete peace of mind for busy TV station engineers.

### Ultra reliable

Paintbox and Picturebox sQ technology is proven in the broadcasting front line in numerous installations around the world. Furthermore, hundreds of broadcasters have relied on their predecessors for over 20 years – there's nothing about close-to-air graphics that Quantel doesn't know – and all that knowledge is locked into the new generation systems.

### Top quality

The quality of your station's image on screen says everything about you. Paintbox and Picturebox sQ are built to exacting standards and work at the very highest picture quality. So your station always looks great on air.

### Future proof

Paintbox and Picturebox sQ can grow to accommodate HD whenever your station's ready for it. The technology has already been proven in some of the world's most testing HD production environments.

### Open

The Paintbox/Picturebox sQ combination has the anything-in, television-out openness that broadcasters crave in the close-to-air environment where material can arrive in any form but needs to get on air super-fast.

### Scalable

Any number of Paintboxes can be connected to a Picturebox sQ – and thanks to Picturebox sQ's IGA (Integrated Graphics Architecture), any number of systems can be linked together under a single database. In short, this is scalable graphics at its best.



“ANYTHING IN, TELEVISION OUT”



## MANAGING MEDIA EASILY

PICTUREBOX sQ HAS COMPREHENSIVE, VERSATILE TOOLS FOR THE EFFICIENT AND QUICK STORING, SEARCHING AND RECALLING OF MEDIA FROM ITS VAST ON-LINE STORE.

### Versatile

Media can be stored and searched by category, owner, date, description or keyword, and as each still and clip is recalled it can be checked and reviewed on the Picturebox sQ desktop as a thumbnail.

### Instantly ready

Building playlists is simply a matter of dragging and dropping each piece of media onto the playout 'stack' on the desktop. Thanks to Quantel's Frame Magic technology, it is then instantly ready to go out to air.

# THE PAINTBOX RANGE

THERE ARE THREE MODELS IN THE PAINTBOX RANGE, ALL OF WHICH FEATURE THE SAME AWARD-WINNING UI AND TOOLSETS. QUANTEL QUALITY AND RELIABILITY IS ALSO STANDARD ISSUE!

## Paintbox

Designed for broadcasters wanting to produce outstanding graphics close to air. Full broadcast standard video and audio interfaces. First rate network connectivity with both gigabit Ethernet and USB making it easy to teamwork and share media. A massive 150 minutes' workspace so you can keep lots of projects on-line and ready to go.

## Paintbox gQ

Paintbox gQ is for broadcasters producing HD close-to-air graphics. Full HDSDI connectivity as well as gigabit Ethernet. Fully Resolution Co-existent, Paintbox gQ is also equipped with SD i/o allowing it to excel in multi-format environments. 40 minutes HD (200 mins SD) RAID protected workspace as standard. Paintbox gQ lets you produce great HD graphics under the tightest deadlines to make your station stand out.

## QPaintbox

QPaintbox is a software package for the PC with the same tools and interface as Paintbox and Paintbox gQ. QPaintbox is the designer's personal Paintbox. It's an ideal workflow partner, allowing ideas to be developed away from the close-to-air environment. There is complete compatibility between QPaintbox and its more powerful relations allowing projects started on QPaintbox to be moved 100% live and completed on Paintbox or Paintbox gQ.



## ADVANCED EDITING

Adds a timeline editor to Paintbox allowing graphics to be quickly and easily versioned across many packages. Includes jog/shuttle dial and powerful audio manipulation capabilities.



## THE PAINTBOX TOOLSET

THE PAINTBOX QUITE SIMPLY HAS EVERY FACILITY GRAPHIC DESIGNERS WORKING CLOSE TO AIR COULD EVER WANT.

And they're all naturally to hand when they're wanted without the artist having to work through layers of drop down menus. Indeed the ergonomics are such that it has been said that the Paintbox seems to be able to second guess what's needed next!

Here's just a brief summary of the Paintbox's fantastic tools.

Brushes – from paint, wash, shade and smudge to copy, restore, blur and zip, Paintbox has a comprehensive set of brushes, including the best airbrush in the business

Graphics – all the shapes and drawing tools

Cut and paste – with Quantel's intuitive stencil – the original and best

Keying – with all the refining tools to produce first class results, first time

Compositing – multi-layer, uncommitted – with process tree for easy working

DVE – multi-axis with corner-pinning

Views – camera, scene with lights

Text – hundreds of vector fonts

Color correction – including Quantel's legendary Fettle facility

Keyframing, tracking, motion blur, stretch

Plug-ins – hundreds of plug-ins from many famous names

Library – with bins and active desktop

Advanced Edit option – comprehensive timeline editor

# PICTUREBOX sQ – THE FULL STORY

PICTUREBOX sQ IS A COMPLETE, SELF-CONTAINED GRAPHICS MANAGEMENT AND PLAYOUT POWERHOUSE THAT HAS EVERYTHING THE BROADCASTER NEEDS TO GET GREAT GRAPHICS ON AIR, QUICKLY AND RELIABLY.

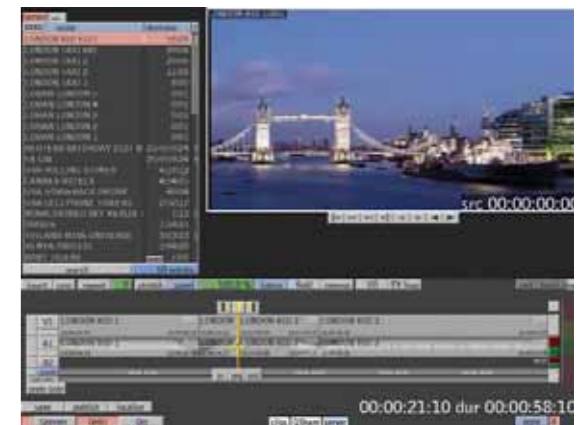
Picturebox sQ's hardware and software are specifically designed and built for the rigors of the on-air environment, using every ounce of Quantel's 30+ years of experience at the sharp end of broadcasting. Here's a brief summary of what you get when you invest in a Picturebox sQ.

## Picturebox sQ – what you get

- 10 hours' video storage
- 10,000+ stills storage
- Four video outputs, all configurable as video or key
- SDI + embedded audio
- sQ View license
- Network connection – gigabit Ethernet
- Network switch
- QPlay network application
- QPlay panel

## Options

- Configurable third channel
- QRecord network application
- Fifth and sixth configurable outputs, also switchable to record mode
- QPaintbox license
- sQ Cut license



sQ Cut



QPlay



“IN CLOSE-TO-AIR APPLICATIONS, RELIABILITY IS PARAMOUNT”

## TIME TO CHANGE YOUR MIND

Imagine – you've created a series of stunning graphics, you've pulled up some tasty library shots to mix in and put it all together in a stack ready for broadcast. But what you'd really like to do is rehearse it first and make changes if required – and with Picturebox sQ, that's exactly what you can do, so that you can be sure that there are no mistakes where it matters – on air.

## Quick change

If changes are needed, it's a simple, instant job with Picturebox sQ – just delete the unwanted clips or stills, drop in the new ones and the playlist will immediately update ready for further rehearsal or to go straight to air.

**quantel.com**

**Images courtesy of:**

BBC Post Production - page 1  
CCTV - page 4  
Nicola Boysen, NDR - page 5  
RAI - page 5  
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Quantel reserves the right to alter specifications without notice.

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SHOWBIZ

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