



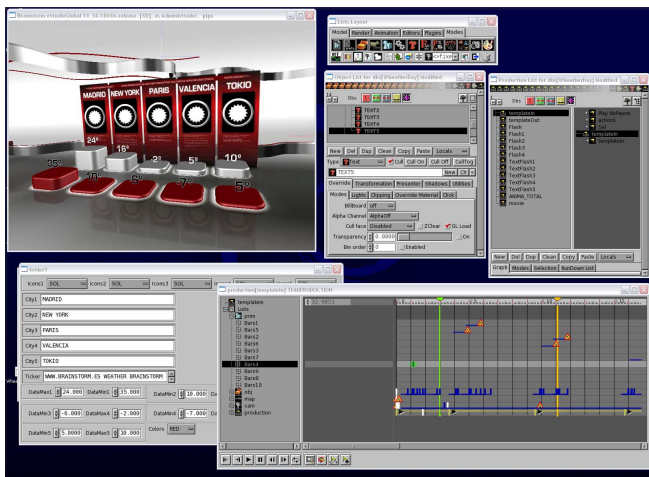
## BRAINSTORM

### BROADCAST REAL TIME 3D GRAPHICS SOLUTIONS

**Founded in 1994, Brainstorm Multimedia is an industry leader in real-time 3D graphics, offering open solutions for virtual sets and broadcast on-air graphics for television and feature film production. Customers include the BBC, NBCUniversal, TVE, NHK, ILM, TBS and KBS, where they use eStudio for: News, Weather, Sports, Elections, Data Tickers, Financial Charts, Logos, Lower 3rds, OnSet Visualization, Event Re-Creation y OTS.**

eStudio Version 11 as Brainstorm software, is the fastest real time 3D broadcast quality rendering engine. Available for the PC, supporting off-the-shelf hardware, optimized for nVidia's FX5800 providing both SD and HD in a single low cost solution. An extensible opened architecture that allows you to tailor the application to meet your specific needs. Live data streaming from your databases like Oracle/SQL using ODBC. Interfaces to iNEWS and ENPS using MOS. Export directly from Maya and 3DStudio MAX. Camera tracking support for all available tracking systems. Available for WindowsXP, LINUX, IRIX, OSX and soon Windows Vista.

This year NAB Show, we'll introduce our latest product, *Brainstorm Easy On-Air Graphics*, the most convenient and easiest tool for non-expert users who are looking for a top-class 3D graphics solution. This new solution simplifies the content creation by using industry standard design tools like Photoshop or Power Point to create new templates and provides a large library of sophisticated templates for the most common graphic need. It also provides the editing software for editor's program creation and the LIVE playout controller in a simple GUI.



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**For more information visit us in our booth SU3507A, hall S-3.**

You will also be able to find us at the following partner booths:

For-a: Customized Hardware for Brainstorm software and special Chroma key show at Booth SU3507.

Motion Analysis Corporation: virtual set with Camera tracker solution for Brainstorm at Booth SL2505.

Ultimatte Corporation: Chroma key at Booth SL3920.

Softel: Brainstorm 3D render engine used for Aston7 Character Generator at SU7602.

AccuWeather, Inc: Brainstorm 3D render engine for weather graphics applications at Booth C8318.