



## Motion Graphics Pack for Avid Media Composer Adrenaline

Boris Motion Graphics Pack is a bundle of Boris RED and CONTINUUM Complete AVX.

Boris RED adds motion graphic features that are not available inside an Avid Media Composer Adrenaline™: four-point motion tracking with corner pinning, EPS file import, animation, and extrusion, true 3D compositing, and powerful vector title animation.

CONTINUUM Complete AVX provides the widest range of compositing, image processing, keying, color, distortion and temporal effects offered for Avid nonlinear editing systems - all using the native Effects Mode interface.

This powerful 3D compositing, titling, and effects bundle delivers a unique combination of unmatched features and unparalleled speed to Avid Media Composer Adrenaline.

### *CONTINUUM Complete AVX (BCC AVX)*

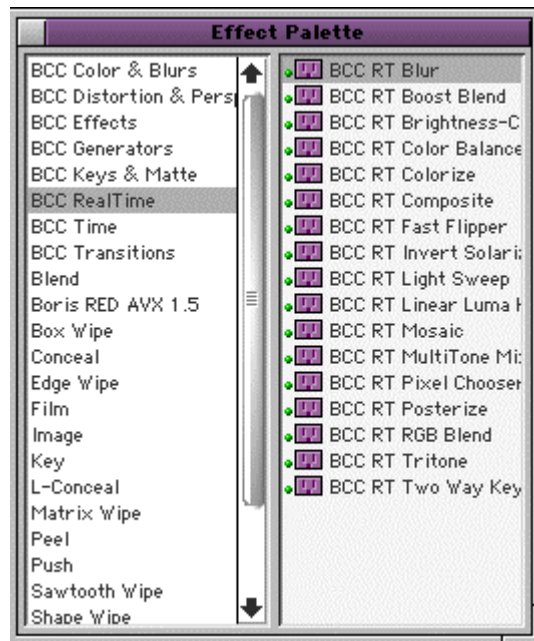
BCC AVX, a collection of over 90 filters, adds unprecedented compositing power and the only third-party collection of real-time AVX™ filters to Avid Media Composer Adrenaline.

#### **Real-time Apply Modes**

Managing the transparency of layers is one of the primary tasks in compositing. BCC AVX allows editors to set the order that layers are mixed within the filter and to quickly adjust the contrast and brightness of the composited layers.

BCC AVX can also mix apply modes in a single layer. This lets editors soften the effect of an apply mode, combine apply modes, or transition from one apply mode to another.

No other compositing application provides this kind of control over the compositing process – which BCC AVX RT Composite provides inside Avid Media Composer Adrenaline in real-time.



#### **Real-time Filters**

BCC AVX includes the only third-party collection of real-time AVX filters. These include Blur, Boost Blend, Brightness-Contrast, Color Balance, Colorize, Composite, Fast Flipper, Invert-Solarize, Levels Gamma, Linear Luma Key, Make Alpha Key, MultiTone Mix, PixelChooser, Posterize, Tritone, Mosaic, RGB Blend, and Two Way Key.

## PixelChooser™

PixelChooser is a unique masking and matte creation tool that is included in many BCC AVX filters. Channel-based mattes restrict the affect of a filter to specific channels, including luminance and alpha. Region-based selections – including rectangular, oval, and distance from a specific point – apply the filter to a specific area of the image. A region-based selection can be used as a garbage matte and combined with a channel-based selection for an even more precise effect. PixelChooser is useful for a wide variety of filters, such as BCC AVX's Real-time Mosaic filter, which the editor would often want to apply only to a specific portion of the frame.

By combining related tasks in a single filter, PixelChooser facilitates faster effects creation and rendering. For example, using PixelChooser, editors can blur an image, extract a key, blur the matte, and then choke it – all in a single filter.

## Apply Effects to Avid Titles

Until the release of BCC AVX, applying effects to Avid titles required complex workarounds or a trip into Adobe® Photoshop®. BCC AVX provides the only suite of filters that are easily added to a native Avid title. With BCC AVX, an editor can apply a directional blur, light zoom, or particle effect to text – in one step.

This functionality significantly extends the value of the entire package.



## Widest Range of Filters

BCC AVX offers the widest range of compositing, image processing, keying, particle, distortion and advanced effects filters for Avid Media Composer Adrenaline.

- **Advanced Effects Filters** include Film Grain, Light Zoom, Cartooner, Vector Displacement, Particles, Fire, Rain, Snow, Sparks and Stars.
- **3D Particle System** is an auto-animated generator that provides in-depth control over individual particles as well as the shape and movement of the system.
- **Advanced Keying** includes chroma, luma, alpha, and matte keying filters with complete control over choking and blurring.
- **Z- Space** filters allow editors to intersect one plane with up to four other planes as well as spheres, which can have video mapped to them. Each Z-Space filter includes built-in lights which can be positioned anywhere in 3D space.
- **Texture Generation** filters include real-world textures such as wood, marble, and granite. Textures may be animated or applied to text or shapes.

## ***Boris RED***

Boris RED adds motion graphic features that are not otherwise available inside an Avid Media Composer Adrenaline, including EPS file import, animation, and extrusion, animated 2D/3D vector titling, true 3D compositing, and four-point motion tracking with corner pinning. RED also brings unique workflow advantages to the Avid editing environment, including AVX plug-in integration, KeyFramer™ for offline effects creation, the Boris Effects Library Browser, the ability to apply RED as a transition as well as a filter, standalone compositing with Automatic Duck™ support, and OpenGL acceleration.

### **EPS File Import, Animation, Extrusion**

Boris RED allows editors to import and extrude EPS files created in Adobe Illustrator®. EPS files are vector-based graphics that can be resized and rotated without losing any quality.

Editors can then convert the EPS files to spline objects and edit and animate border, fill, and bézier control points in RED. Any or all layers can be extruded. RED also allows access to the original layer information in the imported media.



### **2D/3D Vector Title Animation**

Unlike the Avid Title Tool, RED animates every letter in 3D space. Every character can have different formatting options, a capability not available in the Avid Title Tool. RED's titles are vector-based so they remain razor-sharp no matter how large you scale them.

On the Windows platform, Avid's Marquee titling plug-in adds extrusion and text on a path capability, which RED offers to Avid users on both platforms. However, RED adds many unique features that are not available in Marquee. In RED, filters can be applied to the text and animated. Common filters like blurs, spheres, displacement maps and particles can be applied to text, none of which is available in Marquee. In addition, RED allows editors to create complex animations like Text on a Path, Type On effects or animated morphing text by adjusting bézier control points.



### **Motion Tracking**

RED's precise motion tracking and image stabilization filters provide up to four trackers per layer with superior subpixel accuracy. Using unique PixelChooser technology, editors can apply the tracking data to any of RED's image processing filters. For example, a blur can track someone's face or obscure a logo.

### **True 3D Compositing**

Flat or extruded planes, spheres, and shapes can intersect and interact in three dimensions, with full scene lighting, reflection maps, procedural textures, and multiple cameras. True 3D compositing allows Avid editors to create complex, realistic scenes and environments.



### **AVX Plug-in Integration**

Boris RED integrates with Avid Media Composer Adrenaline as an AVX plug-in. Using RED, editors can build effects and seamlessly transfer them from one Avid NLE to another - including cross-platform in either direction. As long as RED is installed on both Avid systems, the effects are maintained with the Avid sequence.

### **Effects Library Browser**

Preset or customized RED effects settings can be repeatedly used by saving the AVX effect to an Avid bin or by saving the RED effect setting to disk. Effects settings saved to disk can be loaded through the RED Effects Library Browser, which allows editors to categorize and browse through effects with animated thumbnail previews.

### **RED as a Transition**

As an AVX plug-in, RED is available within Avid NLEs as a transition effect. For titling tasks, RED will often be applied as a filter, but RED also includes many features that make it useful for transitions between shots. Using RED is much more convenient than using multiple tracks or exporting and importing workflow to create transition effects.

### **KeyFramer for Offline Effects Creation**

KeyFramer is a standalone application designed to create Boris RED effects offline using any computer. The KeyFramer is cross-platform and can be duplicated and distributed free of charge. Instead of video from the Avid timeline, the KeyFramer uses proxy images. Still images, EPS files, OMF®, and movie files can be imported and color, gradient, natural, spline or text media can be created inside of KeyFramer.

Once editors create effects in KeyFramer, they save the settings to render in the RED AVX plug-in. However, when they open these settings in Avid, they can still make adjustments before rendering. For example, the editor can use KeyFramer to create long credit rolls. This avoids tying up the Avid for long periods of time and reduces the risk of typographical errors. It is especially useful if the person responsible for the accuracy of the content is not the person who will create the roll. Editors save the styles that they use for the credit roll in the Style Palette. Then they can quickly format long credit rolls.

### **Standalone Compositing with Automatic Duck**

Instead of creating composites inside of Avid, editors may use Automatic Duck<sup>1</sup> to export an entire Avid timeline to the standalone RED Engine. After compositing work is completed, the editor can easily access the RED composition inside of Avid – using the

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<sup>1</sup> Automatic Duck support is a feature of RED 3GL, scheduled to ship in the summer of 2003

RED AVX plug-in. Because RED is available both as a standalone application and AVX plug-in, no additional exporting or importing is required.

### **OpenGL Acceleration**

Boris RED 3GL<sup>2</sup> is the first integrated 3D compositing, titling, and effects application to implement OpenGL acceleration<sup>3</sup>, delivering unprecedented compositing performance.

### **Intelligent Assistant for Boris RED**

Directly accessible from the Help menu of RED, this revolutionary online help system offers the equivalent of over pages of text as well as over 2.5 hours of narrated video to take you into as much or as little detail as you need for any kind of task.

### ***Boris Motion Graphics Pack***

Because BCC AVX filters have no interface of their own, they can only operate inside host applications such as Avid Media Composer Adrenaline. BCC AVX features are limited to those features that can be represented in Avid's plug-in architecture. For example, BCC AVX does not provide text on a path because the AVX plug-in architecture does not make a Pen tool available for vector animation. This is one of the many features possible inside of Media Composer Adrenaline using RED's interface.

While RED's custom interface introduces an additional learning curve, it offers easy access to exactly the kinds of interface-intensive effects that editors frequently need to create in Avid, such as advanced titles, motion tracking, corner pinning, vector paint, EPS file animation and extrusion, and 3D animation. Because it has its own interface, RED may be used as both a plug-in and as a standalone application

As AVX filters, BCC AVX has virtually no learning curve: any user who can apply a filter in Avid can immediately take advantage of BCC AVX's advanced effects creation.

The combination of CONTINUUM Complete AVX for native filters and RED for advanced effects work so well together that we've combined them to create the Boris Motion Graphics Pack, featuring the widest range of creative possibilities ever offered in a single package at prices below those of comparable effects solutions.

### **BORIS MOTION GRAPHICS PACK**



### **Suggested Retail Pricing**

For Avid Media Composer Adrenaline: \$2,495

For Avid Meridien-based NLEs: \$2,495

For Avid DS and DS Nitris: \$3,495

For Avid Xpress DV and Xpress Pro: \$1,295

<sup>2</sup> Boris RED 3GL is a free upgrade to customers who purchase RED 2.5 as of April 4, 2003

<sup>3</sup> OpenGL acceleration will debut in RED 3GL, scheduled to ship in the summer of 2003