Handle Any Task

• Leverage the latest advances in IT technologies for your productions with DirectX™ rendering, fast processors, and cutting-edge GPU technology.
• Enjoy nearly instant recall times with predictable latency and frame-accurate video/graphic switching from intelligent caching and memory management for your graphics.
• Take advantage of the highly-efficient XPression video codec with full support for alpha channel and 16 channels of audio that provides you a new standard for quality versus file size.
• The flexibility of XPression and SAN configurations are supported for your high-volume graphics and video clips.
• Effortlessly perform your most challenging 4K and multi-channel 1080p productions with no problem.

Enable the Creative

• Designed with you in mind, XPression offers short learning curves that minimize your training costs and provides easy transitions from older systems.
• Gain the benefits of familiar UI experiences and a more integrated workflow for your organization, rather than distributed architectures requiring separate programs for almost every step in the graphics production process.
• Empower your operators and designers to achieve complex graphics functionality without a line of scripting, and reduce your need for outside services using Visual Logic scene automation.

Stay Ahead

• Maximize your efficiency with a graphics platform that uses the very latest in software technology advances.
• Enhance your productivity with a graphics platform that is fully hardware-independent and enables accurate offline rendering and easy platform upgrades for your systems.
• Seamlessly incorporate 3D into any of your productions as the XPression engine operates entirely in 3D space, while presenting 3D graphics to users in a familiar way.
• Continue to benefit from a strong and accelerating development curve that promises to bring you many new features and functionality in the coming years.
Solutions
XPRESSION delivers complete solutions that are comprised of multiple components for many of your applications including: news, elections, sports, entertainment, branding, touchscreen, social media, virtual sets, and augmented reality.

Graphics Systems and Virtual Renderers
XPRESSION graphics systems are available in multiple editions, depending on who uses them, or the requirements of your productions. These include: XPRESSION Studio, XPRESSION Studio 4K, XPRESSION Prime, XPRESSION GO!, XPRESSION Designer, XPRESSION Developer, XPRESSION BlueBox, and XPRESSION BlueBox 4K. The Studio and BlueBox editions may also be used as rendering engines for virtual sets and augmented reality.

Clip Servers
XPRESSION Clips is a high performance media production server built on the XPRESSION graphics platform. The system is also upgradeable to full CG functionality for hybrid graphics/clip server functionality.

Workflow Tools
XPRESSION workflow tools provide the necessary connectivity for local and enterprise-level systems. They handle graphics creation, content editing, media management, publishing, control, data handling, automation, and more...

Integration
XPRESSION is seamlessly integrated with other ROSS Video products including: Streamline production asset management, Acuity and Carbonite production switchers, OverDrive automated production control, Robotics, openGear signal processing, Dashboard Control and Monitoring, and Inception media workflow applications. In addition, XPRESSION interfaces with a wide range of third party automation, editorial, and live data applications already installed in facilities and venues around the world.

Imagination Realized.
XPression solutions take advantage of a comprehensive and cohesive software suite, along with an open architecture for connectivity to the outside world. These powerful offerings are backed up with highly-ranked support and creative services.
News
XPression supports a full MOS newsroom workflow, perfect for your operations from basic to enterprise level. All template assets are managed and distributed by the XPression Project Server, so there is no chance that your graphics won’t make it to air. The Project Server also enables “re-skinning” of graphics, permitting a different look to be applied to existing MOS objects. XPression Maps empowers artists and journalists to better inform your viewers of the latest breaking news. To manage replaceable graphics, XPression’s openMAM asset management architecture enables you to leverage a variety of media, content, and production asset management systems such as Ross Streamline. XPression also supports Ross Inception News and other popular newsroom computer systems. The news workflow is extended into the editing room with NLE tools that permit editors to share graphics with producers and reporters.

Live Sports
XPression’s lightning fast recalls, ability to interface with live data, and to be controlled both manually and from custom applications at the same time, make it an ideal solution for your live sports productions. Both XML data for stats and “clock and score” from major scoreboard manufacturers can be processed simultaneously in XPression. Frame-accurate switcher integration for cost-effective single channel workflows without compromising graphic quality is also possible. Cost-effective telestration is available with XPression Telestrate. XPression Project Server can be used to send updates into the field on game day with appropriate IT connectivity.

Stadiums and Arenas
XPression is ideal for the large scoreboards that populate stadiums and arenas around the world. The layered playout capabilities of XPression, along with the amazing data handling capabilities, delivers you dynamic attention-grabbing graphics and statistical displays. Used in combination with Ross production switchers, Dashboard control panels, and other Ross products, XPression provides a complete single-vendor solution for sports venues.
Entertainment
XPression is the graphics system of choice for today’s entertainment television. Major award shows, red carpet shows, beauty pageants, entertainment news, and the most popular reality competition shows, all use XPression. Unlike competing systems, XPression handles your last-minute changes with ease, including making global changes to hundreds of pages instantaneously! Switching standards on the fly, conforming to 4:3 safe areas, or timing credit rolls down to the frame are no problem for XPression. To quote an industry veteran, XPression has brought fun back to being a graphics operator!

Branding
There is no one-size-fits-all solution for channel branding. Your implementations are all different with varying automation and traffic systems, along with highly customized workflows. This is why Ross takes a multi-pronged approach to branding with 3 different XPression products that suit your various approaches to branding. XPression Tick-it is perfect for data-intensive displays like tickers and L-bars, while XPression Brand-it is designed for specialty channel branding. The XPression Automation Gateway is a solution for direct control by existing automation systems.
Elections
XPression is an ideal platform for all sorts of elections, with the ability to provide complex 3D visualizations of results on-screen or as virtual elements on-set. Simple data aggregation is possible using the XPression Datalinq Server, or the XPression Tick-it Server provides you full manual and automated election data gathering for tickers, L-bars, and full-screen graphics.

Touchscreen
The ability for your presenters to work interactively with 3D scenes and to draw on the video screen itself are core capabilities in real-time graphics ecosystems. XPression provides systems that empower you with touchscreen presentation tools and full telestration functionality. XPression Touch Factory is an intuitive application that permits you to build day-of-air presentations without hiring a programmer. XPression Telestrate is an economical and feature-rich tool for sports analysis and other types of on-screen illustration.
Social Media
XPression Connect provides you with a powerful live-to-air social media playout tool. In fast-paced live programming, it's critical when messages go on and off screen. With XPression Connect, your operators can make a playlist from any feed, or drag and drop messages from multiple feeds into a custom playlist. Graphics can crawl, tick, or animate on- and off without audio images. With the XPression Datalinq Server, additional functionality like viewer polling is possible. XPression integrates with Ross Inception Social, as well as other social media systems.

Virtual Sets and Augmented Reality
XPression includes the latest generation graphics engine which is also suitable for your virtual sets and augmented reality. Built-in virtual tools like depth-of-field, lens distortion, image centering and sizing, native support for Trackmen and Ncam protocols, and a global camera make XPression ideal for your toughest virtual applications. Support for Ross Robotics, Egripment Cranes, as well as tracking and calibration interfaces for third party camera systems via Ross UX software means that XPression will work in nearly any virtual or augmented reality environment. For more cost-effective virtual sets, XPression works with Ross Trackless Studio when tracking data is not present.
When mobility and graphics performance are key, XPression GO! is the answer. The industry’s most powerful real-time graphics laptop solution processes on-the-go applications for you with ease. Available in Studio, BlueBox, or Prime varieties, XPression GO! provides a single channel of video/key out, plus embedded audio, using an ASUS Thunderbolt™ laptop and AJA io XT™ Thunderbolt™-to-HDSDI interface.

The Studio and BlueBox versions also offer you video input for video squeezes and internal keying. There is no compression used when connecting to your production switchers, so graphics are full-resolution, real-time, and frame-accurate, permitting score clock integration with Datalinq Server for sports production (also available with just the AJA Io XT or as software-only).

4K

The unique requirements of your 4K productions demand a special niche in the current video production landscape. The types of events and programming are typically high-profile and require high performance equipment. XPression Studio 4K and BlueBox 4K are up to the challenge. Already used on some of the most watched programs in the world, XPression systems are the right answer at the right time.
Production Servers & Transcoding
Streamline your production clips workflow with Ross Video’s next-generation production clip servers and transcoding applications. Available in multiple configurations, XPression Clips and the Clip Server Option for XPression Studio bring lightning-fast recall speeds, baseband video ingest, and multi-layer clip playback to the control room. Stop worrying about video codec compatibility with XPression INcoder, a file-based ingest, transcoding, and publishing tool that works transparently in the background.
Multiple versions of XPression are available for you to suit any budget or level of production you may have. All editions are available as turnkey systems for full hardware/software support by Ross, or as software-only if you want to build your own systems.
XPression Studio's intuitive user interface and operator-friendly features like Visual Logic will get you on the air faster with less training and fewer outside services, providing an overall lower cost of ownership.
Key Features.

2D & 3D TEXT
XPression’s 3D text engine gives you the tools to type in any language in any orientation, while toggling between 2D and 3D text for ultimate flexibility. Both TrueType and OpenType fonts are supported with Unicode compliance. Along with support for any kind of text— even supporting Arabic and the many languages of Asia—XPression’s Private Fonts do not need to be installed in Windows, and will link with the project, so you’ll never have to worry about recalling graphics with the wrong fonts when moving from system to system.

3D MODELS
Build graphics from XPression’s 3D primitives or import your own models from today’s most popular 3D design programs. Painterly broad brushstrokes, or high-fidelity geometry, can be imported as XPression materials. Animete, resize, and re-skin elements for final output.

CLIPS
Mix and match real-time and rendered animation by using clips rendered with the XPression Video Codec. Layer multiple clips on the same timeline for complex compositions. With Crash Record you can grab baseband video on the fly for quick turnaround in live productions. For more convenient check box options, the Clip Server Option for XPression Studio gives you a full database to browse, catalog, and output clips directly to air on any channel or layer.

MATERIALS
Use still images, video clips, reflection maps, bump maps, refraction maps, gradients, and other image files as materials. Assign multiple material filenames to any object in the Materials Editor. Then apply them to text, quads, 3D primitives, and meshes to achieve sophisticated looks. Render views of other scenes can also be applied to objects, and Live Inputs to create multi-layered materials with blending modes in the Materials Editor.

OBJECTS
Keep track of individual objects, create object groups, assign group objects, and track positional or transparency information for every item in the Object Manager.

ANIMATION
Create Animation Controllers with object keyframes, organize them on a Scene Director timeline, and trigger them at different times manually or automatically. External Scene Directors are supported for flexibility when creating complex scenes. Continuous Animations allow you to create a quest animation without keyframing, and Sagittar Animations make character-by-character animation a breeze.

EFFECTS
Add more energy to your graphics with dynamic post-effects, including – blur, sharpen, color correction, dissolve maps, drop shadows, and wipes. Drag and drop effects onto objects in the Scene Director panel and control animation rules and conditions for different scenarios using convenient check boxes and pull-down menus. Graphics will always enter and exit the screen elegantly, regardless of which graphics is coming up next.

CAMERAS
Achieve even more complex 3D animations by animating Virtual Cameras along with objects in XPression. These virtual cameras also enable virtual set and augmented reality functionality. They’re combined with external tracking data, and orthographic cameras are available. Easy manipulation in the Viewport is possible with intuitive camera control that allows you to zoom in and out objects on a grid that toggles on and off.

VISUAL LOGIC
Automate and add intelligence to your XPression scenes with Visual Logic. It’s no longer necessary to use complex scripting to create simple templates. With Visual Logic you can program multi-layered animations, set conditions, assign object functions, and other parameters by drawing lines from output to input. You can also apply live data to change the outcome of the logic.

TRANSITION LOGIC
Choreograph how XPression templates transition from one to the other or update on air with Transition Logic. It’s no longer necessary to use complicated scripting, just set rules, and conditions for different scenarios using convenient check boxes and pull-down menus. Graphics will always enter and exit the screen elegantly, regardless of which graphics is coming up next.

SEQUENCER
Add Scenes as Take Items by dragging them directly into the Sequencer. XPression’s timeline is a powerful yet easy-to-use data management tool. Presets for the most commonly used data sources, templates and bound assets. XPression’s openMAM™ architecture also enables you to use your existing media asset manager or Ross Streamline to keep track of all of your replaceable assets.

MEDIA MOVING
Making sure that your XPression assets show up on the proper playout engine is seamless and automatic with the XPression Project Server. A powerful, yet easy-to-use data management tool, the Project Server enables you to use your existing media asset manager or Ross Streamline to keep track of all of your replaceable assets.

DATA INTEGRATION
Storing data with XPression scenes is easier with the Datalinq Server—a powerful, yet easy-to-use data management tool. Presets for the most commonly used data sources, along with support for major scoreboard manufacturers are available in Datalinq.

CUSTOM KEYBOARD
When you access any user interface, XPression’s optional custom keyboard provides dedicated keyboard shortcuts for the most used keyframes, morphs, and transitions. You can program multiple functions as macros and assign them to a single key. In addition, you can assign GPI triggers and RossTalk commands to specific keyboard functions for an even more automated workflow.
# XPression Series Software & Turnkey Systems

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<tr>
<th>Feature</th>
<th>STUDIO - SINGLE</th>
<th>STUDIO - GO!</th>
<th>STUDIO - 4K</th>
<th>BLUEBOX - SINGLE</th>
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| XPression G60 is a portable graphics solution available as a turnkey ASUS laptop with an AJA io XT** Thunderbolt™ to HDMI interface. After you've set up the XPression application, you can move to another workstation. This powerful, operator-driven solution is perfect for studio or mobile productions. XPression Studio also supports workflow for virtual sets and augmented reality.

**The AJA Io XT and ASUS laptop are products of AJA Video Systems and ASUSTeK Computer, respectively.

ASUSTeK Computer, Inc., respectively.
Pre-rolls are a thing of the past with XPression Clips, a production clip server for live production that incorporates the latest advances in IT technologies. Built on the industry-leading XPression real-time graphics platform, XPression Clips offers you instant recall times and back-to-back clip transitions from an intuitive user interface or via automation triggers from other devices like Ross Video productions switchers. You can simultaneously ingest multiple channels of baseband video and output multiple channels of clips to air. Both NAS and SAN configurations are available for attached storage, in addition to ample local hard drive space. Database management and synchronization are possible with the Clip Manager that supports user rights and roles. You may also add XPression Clips functionality to XPression Studio’s basic clip handling capabilities by adding the Clip Server Option.

Key Features:
- Multi-channel ingest and playout
- 1, 2, or 4 channels of baseband video ingest
- 2 or 4 channels of playout (user-definable fill / fill or fill / key configuration)
- Back-to-back transitions
- Multiple clips on the same output
- Clip Browser with searching
- Clip trimming and looping
- VDCP, AMP, P-bus, and RossTalk automation protocols
- P-bus Manager for intelligent clip assignment
- Clip Manager application with user rights for database management and synchronization setup
- NAS or SAN attached storage with SNS storage (Studio Network Solutions)

**INcoder**

IN coder is a high-powered file-based ingest and transcoding application that sorts out your difficulties when confronted with multiple codecs. Simply drop or render a file into one of XPression INcoder’s intelligent watch folders and you’re done! INcoder works in the background to quickly transcode the clip into the highly-efficient XPression Video Codec – which supports video, key, and up to 16 channels of audio – and then delivers it for playout using its multi-target publishing capability. Destinations can include: the XPression Clip Database where it’s automatically registered into the file list and metadata recorded, a NAS or SAN storage system, FTP, or any file location across a network.
Workflow Tools.
MOS Plug-in
The XPression MOS Plug-in permits your journalists to access all of the XPression templates used in the control room from inside the newsroom computer system. You can replace text, stills, or clips, and make changes to any published item in the scene, while preserving the rest of the design elements. Users see real-time updates in a preview window, which can be resized up to full-screen. For final proofing of the graphic, hitting the play button triggers the industry’s best full-motion preview. The XPression MOS Plug-in is supported by Ross Inception News and most other major NRCS systems. See your Ross Video representative for details.

NLE Plug-in
The XPression NLE Plug-in gives your editors access to all of the on-air graphics library from within their non-linear editors. Template browsing, graphics replacement, and full-motion previews are all possible in the edit suite. Using the centralized rendering of the XPression Gateway, all your edit workstations can see fast previews and rendered final graphics without taxing the CPU’s on their editing systems. See your Ross representative for a list of supported platforms.

Template Builder
The XPression Template Builder permits your producers to create new graphics from XPression templates outside of NRCS and NLE environments. With this stand-alone application, users can replace text, still images, and clips, then see full-motion previews right on the desktop. The finished graphic can be saved to a folder for later recall in your newsroom systems or non-linear editors. Template Builder utilizes the XPression Gateway for connectivity and management of the saved graphics in a preferred folder structure.

Gateway and Offline Engine
The XPression Gateway and Offline Engine provides connectivity and preview rendering for XPression in your content creation environments. Users are able to view full-motion previews on their workstations without bogging down the system by utilizing the centralized rendering of the XPression Offline Engine. The XPression Gateway supports the XPression MOS Plug-in, NLE Plug-in, and Template Builder applications for a seamless workflow throughout your entire facility.
Project Server
CENTRALIZED TEMPLATE COLLABORATION AND PUBLISHING
The XPression Project Server offers centralized storage and creative collaboration within your facility or across your enterprise. Designers and operators can access any XPression project from any XPression workstation, thus projects while working locally, then re-publish to the server. The Project Server supports versioning, so you can always return to a previous version. Projects are pulled by the rendering engines for playout. The Project Server compares media between the two machines, so only new or changed assets are moved. It's also possible to do selective syncing and backup between multiple Project Servers.

openMAM™ with Ross Streamline
ASSET ORDER MANAGEMENT
XPression’s openMAM™ asset management architecture allows users to choose from multiple types of asset management systems, including Ross Streamline to keep track of the vast library of graphics and clips that grows over time in any facility. Order management is also critical to traffic graphics requests from your journalists and producers to artists in the graphics department. Streamline’s native order management system works seamlessly as part of an XPression MOS workflow.

You may already have some form of asset management system in place with no desire to change. That’s the beauty of openMAM™. Support for current proviers is no problem. Adding new asset management systems is a simple process, based on your requirements. The XPression workflow tracks assets all the way to air.

Remote Sequencer
MULTI-CHANNEL PLAYOUT CONTROL
The XPression Remote Sequencer provides a central control point for multi-channel playout. Your operations can control an unlimited number of XPression systems and channels with individual channel previews. The Remote Sequencer also permits you to select a look or style for the graphics using the re-skinning functionality of the Project Server. The Remote Sequencer can run on one of the XPression systems or on a separate PC on the network.

DataLinq Server
PLUG AND PLAY DATA CONNECTIVITY
XPression DataLinq Server makes template data integration easy. DataLinq provides a simple way for you to connect to multiple data sources, such as XML, ADODB databases, RSS feeds, Excel spreadsheets, text files, sports scoreboards, and other custom feeds. Once the data source is connected, text fields, images, and video clips can be automatically driven by changes to data.

Using Datalinq keys, you can build a single XPression template and dynamically populate it with data from any spreadsheet or database (i.e. - player stats in sports).
Desktop Application or Plug-in

XPression Maps can be used as a stand-alone application on the desktop. In this configuration your designer or operator builds any type of map using the full toolset in XPression Maps. If self-serve maps are the goal, XPression Maps can also be set up in a client-server configuration, acting as a central engine for client plug-ins. Clients build maps from templates created in the XPression Maps application and are given a limited set of tools to create basic maps along with point A to point B animations. If multiple XPression Maps systems are installed in your facility, you can operate off of a common database, so all content can be shared.

Global Coverage

XPression Maps uses the vast library of Microsoft® Bing Maps™ to access the array of satellite images, road maps, and aerial photographs from any part of the world. There are no licensing fees associated with using Bing Maps™, as long as the Bing watermark or credit text are used. This functionality is built right into XPression Maps and is configurable, so you never have to worry about proper attribution.

Street Level and Bird’s Eye

Bing Maps™ are available in super high-resolution, down to 0.3 meters per pixel, showing roads and buildings from street level. If you feel like flying with the birds, impressive 45° aerial photographs are available for most major cities and can be viewed from any perspective. These libraries are also constantly being updated to provide the most current views.

Integrated Search Function

Type in any address and XPression Maps will take you right there. Or, if you prefer, you can enter the latitude and longitude of the desired location.

Smooth Flights

Virtual camera moves or flights across maps are easy in XPression Maps, just a few mouse clicks and you’re done! Start from space and go all the way down to just above the earth’s surface. Map tiles are downloaded dynamically and rendered into a smooth animation without any delays caused by poor Internet connectivity.

Animate Text and Objects

Add more animation with text, icons, lines, areas, locators, and a customizable library of objects to add further impact to a map. You can also easily animate parade routes or flight paths in a variety of line styles with a reference object, like a car or plane, drawing the pathway dynamically on the screen.

Customize…Customize…Customize

No one wants their maps to look just like the competition. XPression Maps is highly customizable, empowering you to create map templates with the look and feel of the show or channel. Color schemes, font styles, library objects, and more can be pre-determined and locked down. It is also possible to add roads, boundaries, and places of interest dynamically as part of an animation.

Design and Fulfillment

XPression Maps is a high-quality map creation tool with an optional NRCS client that works with the XPression MOS Plug-in. Covering the full spectrum of mapping needs for media, XPression Maps is used by your artists to do multi-point animations for complex storytelling and also by your journalists using pre-defined templates to do basic maps, like the location of a traffic accident or a house fire.
INTUITIVE TOUCHSCREEN CREATION & CONTROL

XPression Touch Factory is touchscreen control software for live presentations using scenes from the XPression Real-Time Motion Graphics System. Your talent on-camera or in front of an audience can interactively navigate graphical content, videos, and animations through the use of any touchscreen-enabled monitor. Touch Factory is also designed to be simple for your artists and operators to program without needing dedicated IT resources or expensive outside services.

Touch Factory supports live data through the XPression Datalinq Server. Dynamic content graphics with continuous data feeds, like elections, weather, and finance are all possible with Touch Factory.

Options
If you use multiple touchscreens, Touch Factory Player is available as a cost-effective “read-only” playback tool for presentations created from the full version of Touch Factory. There is also a Remote Control Option for you to use tablets to drive presentations where the presenter doesn’t want to turn their back to the audience but still needs to advance the content. And, for dual-channel XPression systems there is an option to use the second channel as an additional screen for multi-monitor productions.

Step 1
BUILD YOUR SCENES IN XPRESSION
Your artists and operators create scenes in XPression Studio or XPression Designer just as if they are building normal graphics. If animations are required for transitions, or to highlight specific content, those are done at the same time and saved into the scenes. “Hot spots” or transparent areas that will trigger actions are embedded into the scenes just as well. These are what your presenter will touch to drive content during the presentation.

Step 2
LOAD YOUR SCENES INTO TOUCH FACTORY
Through the use of object name tagging, Touch Factory will parse the XPression scenes and show a list of available objects that you can use. These objects and hot spots can then be associated with specific animations and transitions that lead to the next part of the content to be delivered.

Step 3
CREATE YOUR PRESENTATION TREE
Much like the built-in hierarchy in DVD’s, you can associate specific graphics with different levels of the presentation. For example one graphic may be a title screen that leads you to a table of contents with various menu selections for the presenter. From there you just keep adding additional levels until you have it all built.

Step 4
SET TOUCH FACTORY TO PLAY MODE AND GO ON-AIR!
Touch Factory has two modes – one to allow programming of the presentation, and one for control and playback of the touchscreen graphics. You can switch between these modes as needed. In Play mode the output of an XPression channel becomes the background on a touchscreen monitor with complete interactivity using the hottest real-time and 3D graphics available.
Telestrate is an easy-to-use electronic drawing tool for sports analysis and other types of on-screen storytelling. Telestrate permits your commentators to draw directly on a video output and optionally control a replay server. Unlike other systems, Telestrate has no expensive dedicated hardware and can output through a single layer or channel of an existing XPression Real-Time Motion Graphics system for ultimate affordability. It also works with XPression GO! laptops for easier connectivity to remote talent.

Tools
Telestrate offers you a variety of tools to illustrate and highlight on-screen elements:
- Lines, Curves and Arrows
- Pen Styles
- Line Styles, Weight & Color
- Circles, Squares & Rectangles
- Stored Custom Shapes (set by tracing a finger on the screen)

Replay Control
Optionally, Telestrate will control a replay server, making it easy for your talent to move the video backwards or forwards and freeze on the right frame. See your Ross representative for the latest supported server platforms and protocols.

Control Panels
Telestrate also uses optional X-Keys control panels for you to easily select drawing tools and also to control replay servers. Two versions of the control panel are available directly from Ross – one with a jog/shuttle knob and one without. Traditional PC keyboard shortcuts may be used instead of an X-Keys panel.

Typical Configurations
Telestrate has two software components – a client application that runs on any PC or laptop, along with a gateway application that runs on the XPression system. A customer-supplied touchscreen of some type is also required.
AUTOMATED CHANNEL BRANDING

XPression Brand-it is an automated, multi-channel, collaborative branding workflow server, designed to simplify your complex channel branding requirements. Brand-it takes a different approach to facility integration by eliminating complicated automation protocols and instead leverages traffic system connectivity with browser-based client entry to create a plug and play system that fits almost any situation.

Applications
Brand-it is perfect for a wide variety of your applications, including:
• Logo Bugs
• Promotional Snipes
• Next On’s
• Program Line-ups
• Sponsorships
• Advertisements
• Interstitials
• Voice-overs

Browser-based with Access Control
All access to Brand-it is browser-based, meaning that anyone connected to the local or wide-area network can enter or schedule content from any location. Robust user-rights management with audit trail ensures that only the people you have granted proper privileges to are allowed to access any part of the Brand-it system.

Multi-Channel Scalability
Brand-it is available as a single channel system (Brand-it Solo) or supports multiple channels from a single Brand-it Server. A Brand-it Backup Server is also available as an option for mission-critical environments.

Traffic Integration
Brand-it provides support for traffic log ingestion from most modern traffic systems, and support for other systems will be added as needed.

Unlimited Advance Scheduling
Schedule recurrent content months in advance with an unlimited number of your schedulers accessing the Brand-it server from their web browsers.

Create Once...Use Many
Instead of rendering every iteration of a branding event as a separate animation clip, Brand-it’s template-based workflow permits you to design a format, and then render one clip from the traffic log or the Brand-it UI. This implementation exponentially saves you time.

Automation Simplified
With all of the branding content scheduled via traffic log import or events entered via the Brand-it browser interface, automation simply needs to trigger the next event in a segment. If there are more events scheduled in a segment than time allows, Brand-it will simply move on to the next segment, so you are never out of sync with programming. Supported methods include – GPI, serial, or IP.

Manual Control
In the event of any unplanned event, you always want to be able to take operator control of an automated environment. To manage these situations, the Brand-it Player Monitoring and Control application permits your master control operators to take graphics on/off air, run crawls, and perform other tasks across multiple streams.

Revenue Generation
When properly implemented, Brand-it will actually pay for itself in a short period of time through the scheduling of sponsor logos and advertisements to generate new revenue. “As-run” logging guarantees that all advertisements will be properly billed.

Cross-Channel Promotion
In multi-channel playout environments, Brand-it permits you to cross-promote programming on different streams. Enter the data once, and it will be presented in the correct graphic style for each channel.

Powered by XPression
Brand-it uses the Ross XPression Real-Time Motion Graphics System to generate spectacular 3D animations that interact with program video in ways that no DVE can, and leaves your viewers with a whole new branding experience. XPression’s ease-of-use and support for industry-standard graphics workflow tools makes creating customized content simple. Changes can be made by you without having to go back to a branding vendor.

Project Server Support
In multi-channel facilities, Brand-it uses the XPression Project Server to seamlessly distribute content to each XPression playout engine without having to access each unit individually. You can easily update sponsorships and advertisements without having to generate new scenes.
AUTOMATED TICKERS AND INFO CHANNELS

XPression Tick-it is an automated, multi-channel, multi-zone, multi-function, collaborative workflow server for tickers and informational channels. Designed to take the complexity out of data-rich graphics, Tick-it combines live data sources with manually entered content for a unified presentation that you can schedule to appear as a video overlay or as a stand-alone information channel.

Applications
Tick-it is perfect for a wide variety of your applications including:
- Local TV Tickers
- Network Tickers
- Sports Tickers
- Logo Bugs w/ Time & Temp
- L-Bars
- Information Channels
- Digital Signage

Data Types
The types of data that you can display with Tick-it are virtually endless:
- News Headlines
- Weather Stats
- Sports Scores
- Stocks
- Traffic Data
- School Closings
- EAS, Amber & Weather Alerts
- Election Results
- Community Events
- and more...

Revenue Generation
When properly implemented, Tick-it will actually pay for itself in a short period of time through the scheduling of sponsor logos and animations to generate advertising revenue. Tick-it also supports “as-run” logging for proper traffic reconciliation and billing.

Powered by XPression
Tick-it uses the Ross XPression Real-Time Motion Graphics System for viewer-grabbing 2D/3D scenes and animations. XPression's ease-of-use and support for industry-standard graphics workflow tools make it easy for anyone to create customized content. You can make changes without having to go back to a branding vendor. In addition, a number of pre-defined templates are included with each Tick-it system.

Dedicated Engine or Production CG
A dedicated XPression BlueBox engine may be used for playout, or you have the option to leverage an existing channel or layer from an XPression production graphics systems to bring content to air. Tick-it also supports “live-run” logging for proper traffic reconciliation and billing.

MOS Interactivity
When you use an XPression production graphics system, it is easy to have interactivity between Tick-it elements and MOS news graphics. For example, a two-line lower third ticker with a logo bug can make room for a graphic triggered from the MOS playlist and then return to its normal size when the MOS graphic is removed. Because of XPression's multi-layered playback capability, this can all happen on a single channel!

Multi-Channel Scalability
Tick-it is available as a single channel system, (Tick-it Solo) or supports multiple channels from a single Tick-it Server, enabling you to easily rebrand the same data for regional feeds, sub-stations, cluster control hubs, or broadcast operation centers.

Project Server Support
In multi-channel facilities, Tick-it uses the XPression Project Server to seamlessly distribute content to each XPression playout engine without having to access each unit individually.

Automation
In the case of L-bars or where video squeezes are required for ticker placement, Tick-it receives triggers to initiate those moves. Supported methods include – GPI, serial, or IP.

Browser-based with Access Control
All access to Tick-it is browser-based, meaning that anyone you have connected to the local or wide-area network can retrieve, enter, schedule, or control playback of content from any location. Robust user-rights management with audit trail ensures that only your staff with proper privileges are allowed to access any part of the Tick-it system.

Multi-Channel Scalability
Tick-it is available as a single channel system, (Tick-it Solo) or supports multiple channels from a single Tick-it Server, enabling you to easily rebrand the same data for regional feeds, sub-stations, cluster control hubs, or broadcast operation centers.

Zone Control
With complex tickers, L-bars, and information channels, Tick-it enables you to schedule separate content for each zone or portion of the screen. This means that it is possible to be running multiple playlists for different types of content on the screen at the same time. Scenes changes triggered by your operators or automation permit zones to enter and leave the screen without interrupting the playlists in the other zones.
Automation Gateway

The XPression Automation Gateway used in combination with XPression BlueBox, XPression Dataling Server, and XPression Project Server provides you with an easy-to-configure system that is not dependent on complex automation and traffic system workflows. The Automation Gateway uses the Miranda / Oxtel Imagestore protocol, one of the most universally supported automation drivers in the world, for recall of branding scenes. The rest of the workflow is done entirely with XPression products, including media moving and data integration.

Simplified Automation

Unlike CII or other generic protocols, the Miranda / Oxtel Imagestore protocol is standardized, meaning your automation control of XPression should work out-of-the-box, if the driver is currently loaded on the targeted automation system. Should there be any issues, Ross will assist to ensure seamless integration. Once connected, all that is needed is a recall ID to be scheduled in the automation system, either manually or via the traffic system. This recall ID will play an XPression scene of the corresponding name/number.

Media Moving

Using the XPression Project Server, a central repository for XPression scenes and projects, the XPression Automation Gateway automatically watches for updates in content and dynamically loads new media on the XPression BlueBox engine box, with no need for manual intervention. Specific projects are associated with each channel in the Gateway configuration, so graphics are always sent to the correct machines. As an added feature, the XPression Automation Gateway automatically checks to see if the previous version of the XPression project is on-air before uploading the revision.

Dynamic Text And Image Replacement

Using the XPression Datalinq Server and proper naming schemas for recall IDs, it is possible for you to take a handful of graphic templates and populate them with data on-the-fly. This creates an infinite number of branding events from a single graphic and saves you hours of labor spent rendering out each iteration of a Coming Up Next or You’re Watching graphic. The information for the branding event (text and image/clip replacement) can come from any data source—text file, XML file, Excel spreadsheet, or database.

One Per Channel

The XPression Automation Gateway runs directly on the XPression BlueBox engine reducing the number of system components, and one instance per channel is required. The Dataling Server and Project Server are optional, if data integration and media moving are not needed.

SOCIAL MEDIA PLAYBACK CONTROLLER

XPression Connect is the missing link between moderated social media feeds and dynamic viewer-engaging graphics for television. Working with XPression, Connect enables you to “connect” to data feeds from Ross Inception, and other social media systems to bring your viewer messages to air in a live production environment.

Features

• Use multiple feeds from different sources simultaneously
• Turn a feed into a playlist
• Drag and drop messages from any feed into a custom playlist
• Reorder messages
• Float messages
• Export any feed or playlist as a text file for content review
• See on-screen previews of messages in the actual template
• Use avatar images
• Crawl or tick messages on screen
• Animate in and out
• Loop, play once, or play messages randomly
• Play manually or automatically at user-defined speeds
The XPression graphics platform integrates tightly with other Ross products to provide you more production power, flexibility, and a better user experience. In addition, the open architecture of XPression and trusted partnerships with third party partners opens up even more possibilities.
XPression delivers spectacular rendering for tracked and trackless virtual set and augmented reality systems from Ross Virtual Solutions. Ross UX manages configuration, calibration, and control for tracked solutions, while Ross Trackless Studio is a purpose-built user interface for trackless virtual implementations.

Ross Streamline production asset and order management system is designed to work seamlessly with XPression graphics systems and workflow tools. Your XPression newsroom and NLE users can search for graphics, fill templates, or generate work orders for new content from Streamline’s modern browser-based interface.

Ross Dashboard is a facility control system with intuitive panel building capabilities for you to build highly-customized UIs for XPression, other Ross Video products, and third party systems. These purpose-built panels bring a new level of cohesiveness to your ecosystems including those using XPression graphics.

XPression MOS workflows are tightly integrated with Inception media workflow applications. The multi-platform newsroom computer system and social media tools including filtering and moderation for social media that you can translate to on-air graphics.
XPression + OverDrive
OverDrive is the industry’s leading automated production control solution. XPression works with the OverDrive workflow to provide you a tightly integrated production graphics solution, including automated insertion and playout of graphics.

XPression + Acuity
The large, high-powered Acuity production switchers offer comprehensive control over XPression graphics. Acuity can recall specific templates as part of complex switcher macros, or simply advance through a prepared playlist.

XPression + Carbonite
Using XPression Designer’s built-in RossLinx functionality, a direct connection is made to the media stores in the Ross Carbonite series of performance production switchers. Individual still graphics are transferred in a few seconds and displayed live, providing a cost-effective graphics solution. It’s also possible to use switcher media stores as a preview channel for single channel XPression systems.

XPression + Ross Robotics
XPression can receive tracking data from Ross Furio and CamBot camera heads for compelling virtual sets and augmented reality in complex productions.
XPRESSION + OPENGEAR®

OpenGear® signal processing includes the MDK, multi-definition keyer, which provides video and embedded audio mixing with linear keying for XPRESSION in mission-critical environments.

OpenGear® video delay cards are also used with XPRESSION in virtual set and augmented reality applications.

XPRESSION + THIRD PARTY PRODUCTS

XPRESSION integrates well with a wide variety of third-party applications. Visit the XPRESSION Marketplace for information regarding trusted partners, or contact your local Ross representative to discuss solutions for your unique needs.
Ross Video has a complete range of technical services available to ensure that your XPression installation is a success.

**Operational Training** can be provided at Ross Video, on-site or on the web. Experienced Ross operators will teach your staff to get the most out of your new system, and enhance your productions.

**Commissioning** is a service to help get your XPression system properly configured, connected and installed. This service is performed by factory trained Ross technical staff.

**Technical Training** can be provided at Ross Video, on-site or over the web. Technical training will teach your engineering staff the technical details of the system you have purchased. Signal flow, system configuration and routine maintenance procedures are some of the topics covered.

XPression systems come standard with a 1 year comprehensive warranty. **Extended Warranties** on XPression are available for an annual fee.

Technical advice is available on-line, by telephone, fax or email to Ross Video – free for the life of your system.

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