3DPlay

3DPlay is an end-to-end channel branding solution from scheduling to air. It offers a complete tool set of captivating, real time, branding graphics for coming up next, promo over credits, squeeze backs, multiple tickers, and more. In addition, when the production's flow is unpredictable and studio productions are challenging, such as in elections, game shows, sports broadcasts, and other special events, 3DPlay is the ideal solution.

Efficient workflow

3DPlay is an action based graphics controller which enables the user to combine graphics, content, and animation into a button (action) and define its behavior. For example, when the action is cued, graphics can be prepared and updated with the latest data. Once the action is played, the animation is executed with all the relevant graphics.

As a flexible controller, 3DPlay can execute graphics in a nonlinear manner by triggering the selected action. The user can arrange the created actions into a container, and place them in 3DPlay's workspace according to the production's needs, providing easy and intuitive access. In addition, actions can be dragged and dropped into a playlist and displayed as events. When 3DPlay's playlist is configured to work with automation, the events are triggered by automation and their statuses are reported back and displayed in the automation playlist.

3DPlay can be used in several operational modes including automation via CII, VDCP, and USC protocols. It can be triggered by major automation systems, and interfaces with all commonly used automation systems such as Harris ADC 100 and D Series, Snell (Probel) Morpheus, Pharos, Pebble Beach and others. 3DPlay can receive and trigger graphic elements to air with frame accuracy.

In addition to being triggered by automation systems, 3DPlay can also be triggered manually using a standard keyboard or via GPI/O, enabling the user to synchronize and trigger two broadcast devices on the same frame. 3DPlay supports the assignment of 16 GPI/O signals.

3DPlay can be used by broadcasters with a single channel television or by multi-channel playout centers, making it an efficient and scalable solution.

Logic based graphics

With 3DPlay, any changes to the content can automatically affect the graphics. 3DPlay's logic based graphics enable if/then conditions and the calculation of automatic results. This is particularly useful for time/date graphic dependency. For example, before coming up next graphics are triggered the show's data is automatically pulled from traffic/automation and combined with graphics. This ensures that the most up to date graphics and information are used, and any changes to the playlist are immediately reflected.
The user can add logic to an action to check if a specific graphic is on-air and according to the findings display other graphics. For example, when a lower third is played and the user wants to trigger a ticker beneath that lower third, the action can check if the lower third is displayed already and if so, it will be pushed up to accommodate the ticker.
3DPlay provides powerful rules and logic capabilities with its "if-then" conditions, "while" and in "case" statements , "global environments" parameters, calculators, etc that can be used within the action via drag and drop in the user interface and does not require programming.
Though programming is not required, with 3DPlay users can run a test through the commands to check their validity.

Playlists

With 3DPlay, the user is able to create and populate multiple playlists that can configured to run independently. Playlists can be triggered manually or in auto advance mode, depending on the duration of the events. 3DPlay is equipped with the ability to create "as-run" log files, which record all of the playlist's behaviors, such as when each event was cued and played.
3DPlay's playlist can be synched with the clock and trigger events according to their scheduled time.

Validation

3DPlay offers a unique validation capability which is initiated by the automation system. Once the playlist is loaded, automation enquires with 3DPlay as to its events' status. 3DPlay then verifies that all relevant graphic elements (such as textures, clips, and texts) are available. If one of those elements is missing, the operator will be notified, providing him with enough time to rectify the situation.
Without this capability, the operator would be given notice of the graphic's failure only when the cue failed, leaving him with no choice but to skip the graphics event.

Moreover, 3DPlay has the unique capability that when graphic events are cued all media files that are associated with the graphics are locked so that they cannot be deleted, moved, etc.

3DPlay browser

When graphic events are ingested into scheduling systems, the operator collects all the branding information and places it into the graphic's secondary event. This is done without the operator previewing the actual graphics and approving the final result. This is not the case with Orad's 3DPlay, which offers a sophisticated browser module for traffic and scheduling. The browser allows the traffic operator to access 3DPlay's actions, ingest data, preview the graphics locally and confirm the graphics and content from within their traffic application. When satisfied, the operator generates a graphic event which will automatically be added to the traffic playlist. This process saves valuable time, as the graphics can be previewed and approved once. When the playlist is distributed to automation it will include all graphic elements as secondary events. The 3DPlay browser is available as a standalone application and as an Active X that can be integrated into any existing scheduling/traffic system.

User management and metadata

3DPlay offers user rights management to ensure that each user operates 3DPlay's components according to his user profile and rights. Its setting, menus, and read/write capabilities correspond to the logged in user permission.
All 3DPlay's assets include standard metadata, such as owner, date of creation, etc. The user can also generate his own metadata fields, enabling him to create customized fields such as comments, description, and categories for his specific requirements. These metadata capabilities enable to quickly and efficiently sort and search assets.

Database connectivity

In addition to manually ingested data, 3DPlay can populate real time data into the graphic's template from databases. 3DPlay simultaneously can query multiple data sources, and supports interfaces to all common databases including SQL, XML, TXT, RSS feeds, and many more.

Embedded audio capabilities

3DPlay can control and manipulate 8 stereo embedded audio channels which can be mixed with additional inputs and with audio clip files to a single output. The user has full control over the volume level, cross fading and other mixing features of embedded audio. When used with squeeze back graphics, the source feed's audio can be faded out while promotion video clips are faded in for the duration of the squeeze back.

Render to file

After populating data into the graphics, 3DPlay allows the user to render and save it as a video clip. The video clip can be used for graphics' verification or when rendered in broadcast quality it can be ingested to a video server for later playout.
The user can choose a rendering profile which defines the clip's resolution, bit rate and format. This saves time, as when graphic recording is needed the user does not have to rely on external devices such as video I/O for recording.

Archiving

3DPlay enables the user to collect and archive all related data, including images, clips, etc, from where it originated to be extracted to the playout center along with its environment and path. This is particularly useful when creation and playout are in different sites or are not on the same network.

Rich content with video clips

3DPlay can trigger multiple clips combined with real-time graphics. 3DPlay supports all commonly used file formats such as MXF, AVI, and Quick Time (with/without Alpha), in a wide variety of codecs
In addition to clip playback, live video inputs are supported. Depending on the hardware configuration, the user can benefit from 1 to 6 HD inputs, or 2-12 SD inputs.

Multiple tickers

Multiple tickers can be displayed with the operator having control over speed, number of loops, content updates and more. 3DPlay can execute and control multiple tickers, crawls and rolls in any direction and language. The ticker content can be introduced either manually or from databases.

Squeeze backs

One of the most common types of branded graphics is end of the show squeeze backs which allow the broadcaster to continue playing the credits while promoting other shows. 3DPlay enables full control over the graphics and their content, mixing the live feed with graphics, video clips, audio and other types of media files for the desired graphic look.

3DPlay compensates for the incoming feed's video delay with a constant two frames.