MAESTRO | DESIGNER

State-of-the-art real-time broadcast graphics creation

Captivate audiences with stunning real-time graphics for news, sports shows, elections, weather segments, and other types of broadcasts. Maestro™ | Designer provides a flexible graphics authoring environment, giving you creative power and speed to design practically anything you can imagine. And it works with files created in your favorite design and 3D modeling tools too. From creating motion graphics, channel branding, and sports enhancements, to immersive video wall and interactive productions, Maestro | Designer makes it easy to bring your stories—and brand—to life.

CAPTIVATE VIEWERS WITH STUNNING REAL-TIME GRAPHICS

To keep audiences engaged, you need to keep them informed—whether you're delivering breaking news, sports highlights, or what's coming up next. Maestro | Designer enables you to create entertaining 2D/3D motion graphics and present information visually in compelling ways—all in real time. In UHD or HD and in HDR and SDR. It's the fastest and easiest way to achieve that polished, high-end look in your broadcasts—no pre-rendering content, scripting, or programming required.

CREATE ONCE, USE MANY TIMES

Getting content on air as quickly as possible is critical to every broadcaster's success. With Maestro | Designer, you can create the perfect graphic for the subject at hand and use it as a template that can be updated dynamically multiple times throughout your production. You can even have graphics update automatically as information changes—ideal for covering the latest election results, sports scores, stock prices, and weather updates.

MAXIMIZE PRODUCTION WITH MINIMAL RESOURCES

No need to have dedicated and expensive rendering hardware just for authoring. Maestro | Designer works on Windows in conjunction with RenderEngine, a powerful real-time 3D graphics rendering engine application. It's the foundation of all Avid real-time graphics systems, providing the tools you need to create dynamic graphics quickly while leveraging your existing graphics tools and workflows for the greatest time and cost efficiency.

COMPOSE GRAPHICS QUICKLY WITH BUILT-IN ASSETS

Assets are the building blocks of any template. Maestro | Designer includes 2D and 3D object primitives, textures, predefined materials, fonts, effects, and other elements. You can use and modify any combination and number of elements to create a wide range of high-quality static or animated graphics for just about every need. You can even map live video and clips directly onto scene objects, opening up new possibilities for 3D video transitions.

KEY FEATURES

› Easily create high-end scenes with a variety of 2D and 3D objects, textures, shaders, and effects, plus drawing, animation, text, and lighting tools

› Work with SD, HD, UHD, stereo 3D, and higher res media—up to 16K resolution

› Construct richly complex and highly detailed visuals with unlimited layers

› Easily control all object attributes, including layers, camera, light, materials, and textures

› Animate objects quickly with automatic keyframe and animation rigging with curves

› Produce data-driven graphics—such as stock market, weather, and election stats—that update automatically via external data connections

› Build beautiful bar, line, pie, and K-line charts quickly

› Work with Photoshop, 3ds Max, Maya, and Cinema 4D files to accelerate your workflow

› Work with files, objects, and meshes in all popular formats created from your favorite creative tools, including BMP, GIF, TIFF, FBX, OBJ, DAE, DXF, VRML, and TTF

› Use NDI video sources as insertions in your Maestro graphics

› Add complex logic and interactive capabilities to any scene without scripting or programming

› Design scenes with more authenticity using built-in physics, giving interactive objects properties such as inertia or mass friction

› Repurpose and update content quickly with intelligent graphics templates

› Play a variety of different video content formats back to back without transcoding

› Import and export user settings, making it easy to get artists up and running quickly

FOR MORE INFORMATION, VISIT
avid.com/maestro

Maestro | Designer—State-of-the-art real-time broadcast graphics creation

WORK WITH FILES FROM YOUR FAVORITE CREATIVE TOOLS

Bring in graphics, documents, and presentations with support for BMP, DDS, GIF, JPEG, TIFF, TGA, PNG, PDF, SVG, PPT, TTF, and OTF file formats. Preserve Photoshop layers through PSD import and Adobe motion graphics assets through the Maestro | Designer After Effects plug-in. And work directly with files created in 3ds Max, Maya, and Cinema 4D, as well as with FBX, OBJ, DAE, DXF, 3DS, LWS, X3D, and VRML 3D models.

MAKE GRAPHICS POP WITH HIGH-END EFFECTS

Whether you're looking to add professional polish to graphics or want to grab a viewer's attention, a whole suite of effects tools awaits. Add real-time motion blur to objects in action. Add realistic texture to 3D objects with the material library. And create and animate effects in real time with modifiers and shaders—from simple sepia toning, edge detection, and luminance filtering, to complex morphing, rippling, and warping.

GAIN GREATER GRAPHICS EFFICIENCY

Got MediaCentral®? Maestro | Designer offers a MediaCentral panel within its interface, enabling graphic designers to search, browse, access, edit, archive, and recall assets and content shared across your MediaCentral production ecosystem. Designers using MediaCentral can also locate, collaborate on, and distribute indexed content from anywhere, using any device, making it fast and easy to repurpose assets.

WORK WITH INTELLIGENT TEMPLATES

Repurposing content is key to maximizing efficiency. Maestro | Designer makes it easy using graphics templates. Each can have "exported" elements that can be updated dynamically during production—from text captions and live video feeds, to textures, chart bars, audio sources, and other data. You can also crunch large volumes of data easily by using data connections and statistical functions on different values—ideal for updating financial and election graphics.

MANAGE COMPLEX DATA-DRIVEN SCENES EASILY

With the Schematic View, you can view and manage all data connections in a scene, making it easier to create, control, and comprehend the logic across all data-driven graphics. Build schematic views of different scene elements to provide a convenient overview, enabling you to interact with a scene, trigger animation, edit properties and functions, add and edit triggers, and preview scene behavior, all from one interface.

INTEGRATED AVID SOLUTIONS

> Maestro | AR
> Maestro | Live
> Maestro | News
> Maestro | RenderEngine
> Maestro | TX
> MediaCentral
> FastServe | Playout

SYSTEM REQUIREMENTS

Avid-qualified computer running Windows 10 or higher software (see the Maestro | Designer Setup Guide for full details at avid.com/maestro-designer-setup)

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avid.com/maestro