

DiGiMATION Discovers Cost Effective, Comprehensive Graphics Solution for Broadcast Multimedia

“CorelDRAW Graphics Suite gives us the edge we need in a tight market. It's easy to use, easy to customize, and it's jam-packed with powerful features.”

Jonathan White, President
DiGiMATION incorporated



SPOTLIGHT

DiGiMATION
www.digimotion.ca

THE PLAYERS

Capital Networks
www.capitalnetworks.com

Matrox Infonet TV
www.matrox.com

Corel Corporation
www.corel.com

BENEFITS

CorelDRAW® Graphics Suite is a cost effective solution that delivers easy to use tools, easy customization and tight integration.

The Story

DiGiMATION incorporated is a leading developer of advanced broadcast and place-based multimedia authoring solutions. Capital Networks integrates, markets and supports software products from DiGiMATION.

Through a unique partnership with these two companies, Matrox Video Products Group produces Matrox Infonet TV—an integrated information delivery system designed for cable and community television, corporate communications, digital signage, educational institutions and hospitality channels.

The collaboration between DiGiMATION and Matrox began approximately two years ago, when Matrox was looking for a 'best of breed' software solution. It was looking to enter the market for broadcast multimedia using its new cg2000 graphics card. From that early collaboration, DiGiMATION created Audience.tv: powerful software for creating, managing and transmitting multi-zone cable channels and dynamic digital signage.

Now, Audience.tv is an integrated component of Matrox Infonet TV, a comprehensive solution for communicating with maximum impact and minimal effort to any target you choose, through cable channels, closed-circuit television, the Internet or an Intranet. Currently, the clientele using Matrox Infonet TV includes Wells Dairy Inc., SusCom Corporation, Sabre Corporation, Lifeway, UCLA, Kansas City School District, Wake Forest University and many more.

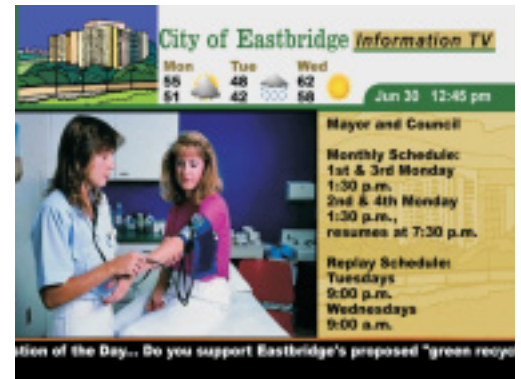
The Challenge

DiGiMATION and Matrox needed to provide an interface that wouldn't intimidate potential Audience.tv users. "Our application requirements were rather unique," said Jonathan White, President of DiGiMATION. "We needed a program that had loads of features but was still easy to customize. We looked at a number of products from other competitors, but none of them matched what we could do with CorelDRAW Graphics Suite. The suite's ease of use, tight integration and advanced three-dimensional graphics effects sealed the deal."

CorelDRAW® Graphics Suite provides the graphical foundation of Audience.tv. Thanks to its customizable Application Program Interface (API), the suite fits into Audience as a layout, design and rendering engine. Users access CorelDRAW Graphics Suite functionality from within Audience to create graphical content for a wide variety of broadcast media, including television, electronic billboards, Intranets, hospitality channels and more. If you've ever watched a sports ticker on a sports channel or seen an electronic billboard, chances are CorelDRAW Graphics Suite and Audience are behind it.

When asked whether he'd recommend this suite to other users, Jonathan White doesn't hesitate. "Absolutely. CorelDRAW Graphics Suite gives us the edge we need in a tight market. It's easy to use, easy to customize and it's jam-packed with powerful features."

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The Solution

Matrox Infonet TV is completely scalable, from simple, very affordable, one-channel systems to comprehensive worldwide networks that include dozens or even hundreds of localized channels. Much more than just a slide show program, Infonet TV gives you the tools you need to create, maintain and deliver multi-zone channels with a high-end look, full of fresh, dynamic multimedia information. Its broadly based clients are quite enthusiastic about the real time data feeds that are available on a subscription basis. The feeds can be customized and delivered to any venue, including news, weather, sports, financial, lottery, trivia and music videos. This enhances the display and draws viewers in any application.

Picture it. You're walking through a busy mall. People and sounds swirl around you. Glaring red and white signs screaming MASSIVE DISCOUNTS! or INVENTORY CLEARANCE! are nowhere in sight. Instead, electronic billboards using professional layout and graphics non-intrusively announce current sales and services.

Now imagine yourself after a hard day full of high-pressure meetings. You get back to your hotel room and you barely have the energy to take off your shoes. You want to draw a bath, order something to eat and sleep for 12 hours. You turn on the television and smile. A welcome screen appears listing services, recommended restaurants, menus, prices, and complimentary deals organized by the hotel. The design is clear and easily understood. Everything you need is right in front of you. Tension slips out of your neck and back.

This is the future of broadcast multimedia according to DiGiMATION. And CorelDRAW Graphics Suite is a key element of the DiGiMATION solution that is making it happen.

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www.corel.com

To find out more about this product or any other Corel product, please visit www.corel.com/allproducts or call our sales office at 1-877-652-6735.