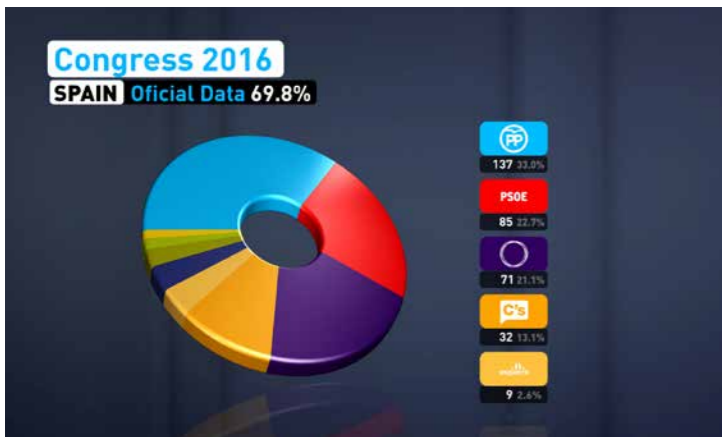




# ASTONELECTIONS

## TEMPLATE-BASED ELECTIONS AND BUSINESS GRAPHICS

AstonElections is a cost-effective, template-based playout solution, and the result of more than 20 years of experience that Brainstorm has in delivering election projects to a large number of major broadcasters all over the world.



AstonElections is an extremely **user-friendly** and **intuitive** application intended for graphics coverage for broadcast elections. It can be used as a standalone solution or users of the InfinitySet virtual studio application can combine it within a virtual environment.

AstonElections is the result of more than 20 years of experience that Brainstorm has in delivering election projects to broadcasters all over the world, such as TVE, Antena 3, the BBC or NBC. AstonElections is a simple-to-use, yet sophisticated turnkey solution with **built-on pre-**



**determined and customizable templates**, allowing for data presentation of complex and high-quality graphics for maximum visual impact and program enhancement.

AstonElections combines the necessary key features to **control** all aspects involving **data management**. So, once data is loaded -manually or via a CSV file, Aston Elections automatically reorders data, rearranges the graphics and divides them into pages depending on the number of items to show, always ensuring they are **displayed fluidly** on screen.

AstonElections provides customization and on-air playout of Elections and business graphics pre-defined templates, allowing hassle-free operation for broadcast and corporate environments.

### WHY ASTONELECTIONS

AstonElections combines the advanced graphics and CG features of Aston with the powerful playout features of OnDemand.

AstonElections allows you to go to air in just 3 steps:

- Configure the incoming data
- Configure the template
- Playout on-air

### WHO NEEDS ASTONELECTIONS

Small and local TV stations - Specialized channels  
Corporations - Service providers

### WHAT MAKES ASTONELECTIONS UNIQUE



hassle-free operation for broadcast and corporate environments. Templates, complete systems or individual components can be purchased online:

[store.brainstorm3d.com](http://store.brainstorm3d.com)



#### INTUITIVE, TEMPLATE-BASED

AstonElections does not require specialized election knowledge. AstonElections' highly intuitive interface allows for the **simple and easy** use of complex, high-quality and eye-catching graphics.

AstonElections can sort the data for you, reformat the graphic with the data and divide it into pages depending on the content. In addition, AstonElections allows the entry of data manually. Use the same template with different data as many times as you want by loading an independent CSV file in the rundown mode.

Templates can be acquired from the **Brainstorm Store** or designed specifically for a given program, event or customer, allowing for the customisation of the features, and

#### MINIMAL INVESTMENT

AstonElections is a **cost-effective** solution offering savings on hardware, personnel, installation and training.



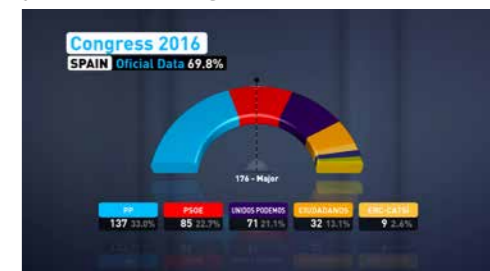
#### EASY-TO-USE

The template defines which elements are editable and to what extent, allowing for **simple and hassle-free** operation, even while on-air, making the system as smart as the template allows for.



#### CUSTOMIZABLE GRAPHICS

AstonElections allows you to choose between the different "IN" animations available; select your favourite graphic -bars, pies, pictograms, etc.- or combine several of them, position the graphic as you wish, edit colours, sizing and fonts, or even select your preferred background.



#### NOT JUST FOR THE ELECTION DAY

With Aston Elections you can choose any of the **available templates** for elections shows, graphics for promotional and marketing campaigns, polls or any business graphics.