

ALEX. WHEN YOU WANT TO CREATE EXCITEMENT WITH CHARACTERS AND SYMBOLS!

*... characters flying out of nowhere,
tumbling into formation as they
change colors and overlap; titles
changing perspective; credits following
the outline of an image on the screen...*

BEFORE the introduction of the ALEX™ character generator, you'd expect to use an ADO™ system to accomplish these exciting effects, but now they're just a few of the unique capabilities of this

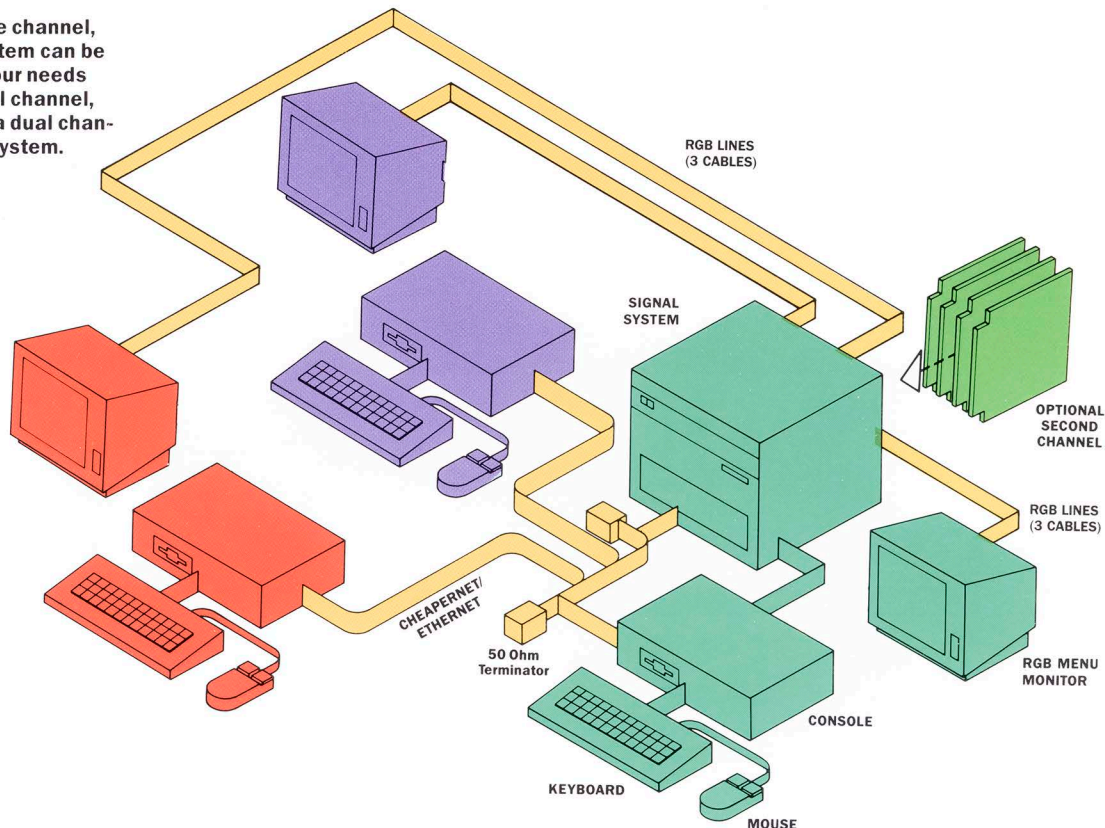


The ALEX system saves you time and money, and gives you exciting effects with true perspective of symbol, word, line or page, automatically.

new antialiasing character generation and animation system. You see, the ALEX system is a completely new design from the architecture out, so it gives you all the high-end capabilities you need, including real-time animation, and still fits your budget. And because this new character generator design reduces the need to use other, expensive pieces of equipment, you'll realize even more cost savings as you put it to work.



The ALEX single channel, single user system can be expanded as your needs grow into a dual channel, single user, or a dual channel, dual user system.



The architecture is the key.

We knew that the ALEX system had to deliver speed for on-air and remote applications, *and* superior graphic composition capabilities for post production. It was readily apparent that the usual frame buffer approach wouldn't deliver both.

We also knew that hardware and software costs had to be lower than with other approaches so that we could offer you a high-end character generation and manipulation system at an affordable price.

So we developed a revolutionary new "pipeline" 4:4:4:4 architecture that allows the ALEX system to move more symbols or characters, *in real-time, individually on the screen, in any direction, in every field*, than any other character generator! And for the ultimate in video quality, ALEX provides an effective character resolution of 4.6 nanoseconds, and 256 levels of anti-aliasing with 256 levels of transparency.

Now you can have the flexibility to do real-time animation without the use of external equipment, and still produce high quality graphics. For example, during all operations, even those in which complicated motion is used, your characters will remain fully anti-aliased, giving you sharp, clear characters.

The basic ALEX system consists of a keyboard with

a mouse, a local 3½" floppy disk drive, and a rack-mountable signal system with an internal 40 Mbyte hard drive. An optional monitor data tablet with a stylus is also available. ALEX can be a single-user system, a dual channel preview/program system, or a dual channel/dual user system. Each less complex system can be upgraded as your needs change.

You can also choose among composite, component analog, and component digital outputs, so you're not locked in to any one format. And for complete flexibility, you can place keyboards throughout your facility which can access unused operational channels as needed.



Architecture developed especially for ALEX provides the flexibility to do real-time animation without use of external equipment.

A SUPERIOR HUMAN INTERFACE AND THE FLEXIBILITY TO FIT YOUR FACILITY EXACTLY.

A combination of dedicated keys and on-screen dialog windows gives you simple operation and full control, plus the speed to handle those rush jobs.

You also have the ability to create and save custom user environments for specific situations, whether it be a show, a client, or for any one of several operators. These set-ups can include fonts, color palettes, color schemes, timing parameters, and more.

Dynamic Attribute Manipulation (DAM!)

The true performance of any system depends on two factors—raw speed and the amount of interaction possible between the user and the system. In the past, users have had very little control over font characteristics. Generally, control has been limited to size and italics, and even here the user's control was severely limited.

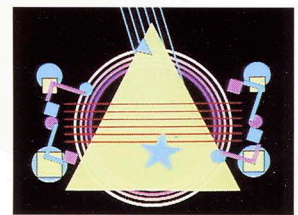
With the new DAM module, a standard ALEX system feature, you have a level of control never before

available to you in a character generator. DAM gives you several ways to resize or apply italics to fonts, as well as the ability to display aspect characteristics in the X, Y, and Z axes. The display characteristics of shadows and borders are also controllable using DAM.

The ALEX system's Integrated Drawing Package lets you add exciting graphic design elements, and you don't need external equipment to do it!

The ability to add graphic design elements is a tedious task with today's character generators, often requiring the use of external paint systems, still stores, or camera stands. This process normally requires several people and considerable time in an environment where both are at a premium.

The ALEX system's Integrated Drawing Package solves this problem by providing you with a set of drawing tools that lets you incorporate geometric shapes, polygons, bezier curves and a host of other capabilities into any scene or graphic quickly and easily, and without the need for



With the new Integrated Drawing Package, graphic design elements such as lines, circles, squares, rectangles, polygons and bezier curves can be added to any scene, for dynamic, exciting effects.

external equipment. You can combine these to make logos and other artistic elements that add pizzazz to any scene. Or you can fill the shapes with color and animate as you would any other symbol to create unique and dramatic visual effects.



With the new DAM package, many different characters and font attributes, such as shadows, can be displayed independently of images. In addition, full control over X, Y, and Z axes, along with X and Y axis aspect manipulation, means that ALEX can fully control the way characters look on-screen.

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