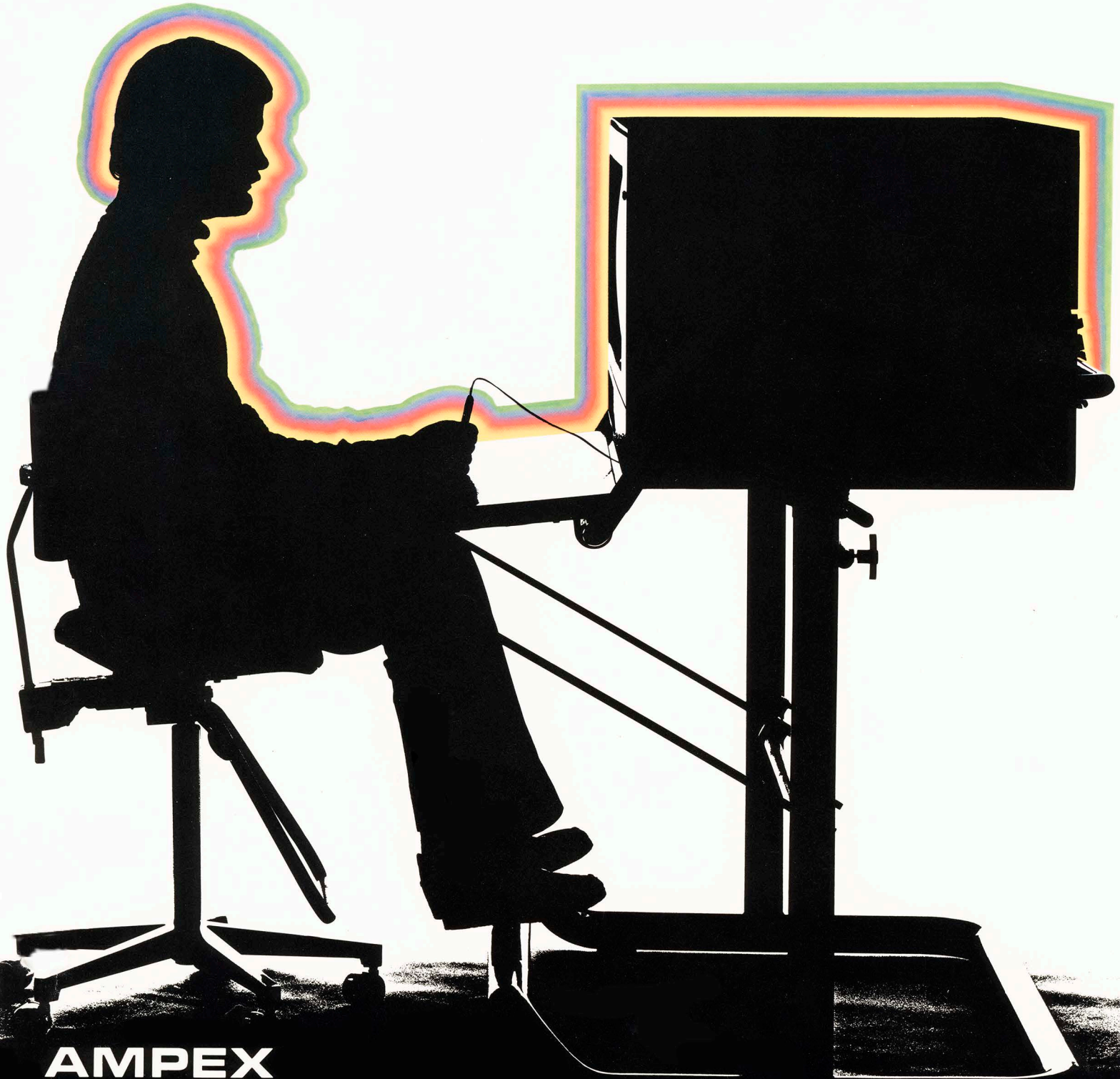


AVA

AMPEX
VIDEO
ART
SYSTEM

*Art meets modern electronics . . .
to create a more colorful future.*



AMPEX



Creates a whole new world of art right on the medium of TV itself.

AVA. It's something totally different for the TV graphics world.

The Ampex Video Art System (AVA) is a highly dramatic TV innovation developed by Ampex. Quite simply, AVA lets an artist create renderings with an electronic stylus and tablet which provide a wide choice of painting, drawing and graphic effects.

A Versatile TV Performer

What can AVA do for a studio? Plenty.

The AVA system helps people communicate better. After all, television has become the most powerful

communicating medium in the world today. AVA is another fascinating example of how computer and video technologies can combine to add a whole new dimension of interest and excitement to an activity that has seen little change in many years.

AVA means goodbye to dog-eared cardboard, lost or misfiled artwork or coffee-stained photos. This total television graphics system lets the artist get the job done right — on the TV screen itself. All he needs is his artistic ability, electronic stylus and tablet. The AVA system provides the rest . . . for a crisper, on-air look . . . in far less time . . . with no fuss or mess.

AVA Does it All

AVA is designed for the artist. It uses computer technology to provide the artist with a wide variety of creative graphic techniques. Use of these techniques is simple and natural, and results are displayed almost simultaneously on the television screen. AVA lets the graphic artist draw or paint with complete freedom, using a palette of over 200 colors, in any number of modes that resemble such media as watercolor, pencil, acrylics, pen and ink, and others. Painting and drawing can be done with brushstrokes varying from very thick to very thin.

AVA also offers: pre-drawn shapes such as rectangles and ellipses; stored images ready for recoloring or re-orienting; exact lettering style, color and size for captioning; removable reference grids; cut and paste, and reorientation and size adjustment for pasteup.

AVA. It doesn't do anything conventionally. It's another exciting video innovation from Ampex.



simulated monitor images



A fabulous storehouse of video at your fingertips

1

Lefthand TV Monitor is where your electronic art is created in every painting and drawing style imaginable — from freehand illustration to simple line art and cut-and-paste.

2

Electronic Stylus is employed by the graphic artist to draw or paint with a natural feel in a large number of modes simulating traditional art styles or providing totally new techniques.

3

Electronic Tablet-Drawing Area at the left corresponds to the TV monitor where the generated picture is displayed. Using AVA's technology, the tablet gives the artist access to a broad inventory of graphic effects.

4

Righthand "MENU" Monitor is the vital communications link between the artist and machine. It presents a large number of different commands to select for generating different painting and drawing styles, selectable colors and special effects.

5

Picture storage and retrieval: AVA uses standard computer equipment located remotely from the artist console to let the artist store all or any part of a picture for later retrieval in just seconds. When a picture is recalled by the system, it can be brought back stroke-by-stroke (since the AVA memory system can retain all brushstrokes, colors and movements used to create the original art) . . . or the picture can be repositioned, recolored or augmented, with additional drawing without affecting the original. The original also can be repeated as many times as desired for multiple image effects.

6

Electronic Tablet-Menu Area at the right corresponds to the Menu Monitor displaying a list of operations that can be chosen to allow the artist to utilize various system art styles, effects, and filing and retrieval of completed renderings.



A clean, crisp on-air look never before possible in broadcast TV

AVA. This spectacular form of television painting gives any station artist hundreds of different colors and dozens of types and sizes of "brushes" — all held and organized in memory storage until required. AVA lets any artist freely create his desired effect right on TV itself. And the artist can control such elements as the intensity or saturation level of his colors and the thickness of his lines. In this way, the artist can use techniques similar to those used with familiar watercolor, acrylics, pen and ink, and other art forms — instantly on the TV screen before him. Once exposed to AVA's capabilities, you'll never be satisfied again with conventional graphics.

A "Menu" of Choices

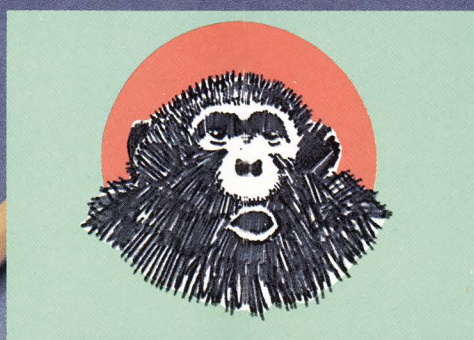
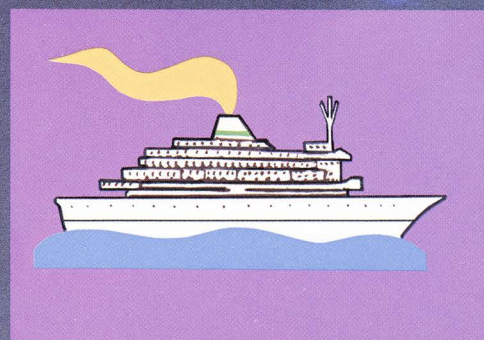
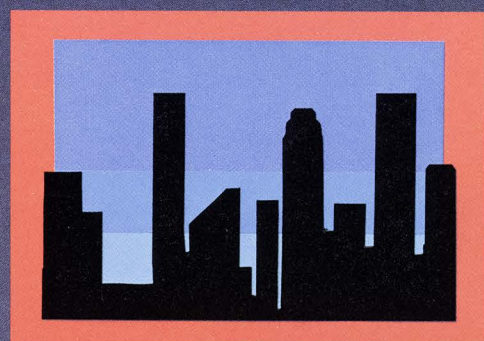
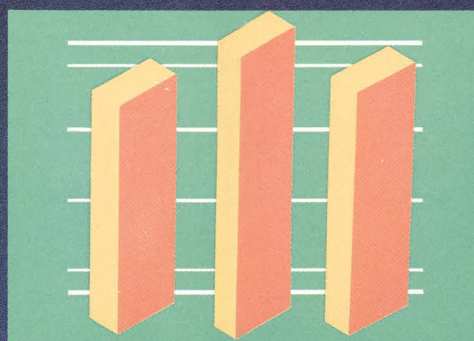
To use the AVA system, the artist need only concern himself with his stylus. The stylus is positioned on the tablet to select various operating modes from the "Menu Monitor" at the right.

The AVA Menu Monitor presents all of the system's operating modes from which the artist can choose. There are six basic painting modes — opaque paint, tint paint, value paint, picture paint and two softening modes. Drawing, lettering, and cut-and-paste modes can be chosen, and images can be created with freehand or pasteup drawing techniques in selectable colors and effects.

A Single Touch Does It

At any time, the artist can choose from hundreds of colors. The colors which make up a palette may be determined by the artist and can be changed. A number of palettes may be stored in the system and recalled as desired.

The palette is presented on the AVA TV monitor for color selection by the artist who needs only to move his stylus over the left side of the tablet. A "tell-tale" mark



(cursor) follows the stylus motion across the TV screen. When the AVA mark is over a desired color, the artist presses his stylus to the tablet and that color is assigned to the stylus.

Brushes to Spare

The artist can select a variety of brushes from very thick to delicately thin. The artist has the ability to create new brushes and store them permanently for future use in his large library of brush sizes and shapes. When the artist draws his stylus across the electronic tablet, no marks are actually made on the tablet itself. The results are registered only on the TV monitor.

Clear and Fill

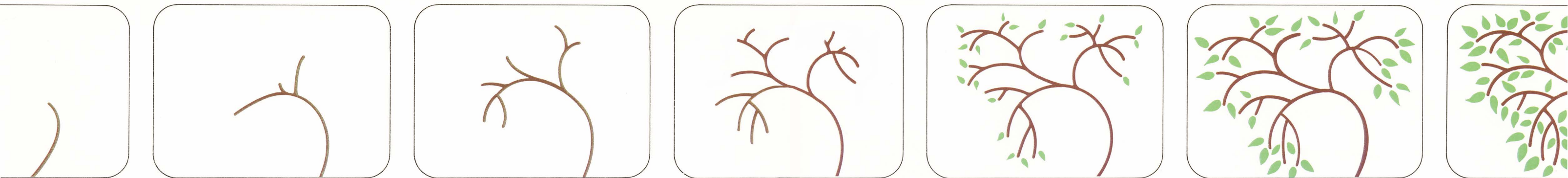
AVA's "fill" mode lets the artist quickly fill in bounded areas of the picture with any selectable color of his choice. A "clear" mode lets you change all or any part of the picture to another color. Both "fill" and "clear" are automatic modes when selected. Clearing your display to a different color takes a fraction of a second. "Fill" can be accomplished in fractions of a second to several seconds, depending on the size and complexity of the area involved.

Artists Agree on AVA

Many artists have been asked to experiment with AVA. All agree it will initiate a brand-new level of artistic excellence and flexibility. AVA marks a giant step in bringing the creative artist and the world of electronic technology closer together to provide bold, distinctive graphics capable of presenting a unique station style and "on-air" look.

AVA from Ampex. It offers a whole new world of crisper, fresher looking TV graphics — never before possible in the broadcast industry.





Sequence Mode provides pseudo-animation

For instantaneous video creations and a wealth of visual effects

Artists and broadcast management executives both agree that AVA offers a broad, flexible range of creative possibilities.

For the artist, AVA enhances his style and relieves the tedium of routine tasks. It lets him discard or repaint without smudges or smears parts of any picture easily and freely. During painting and drawing, AVA provides a wide array of colors and different sizes and shapes of "brushes." Any line style, from pencil-thin to broad paint brush, can be provided. Areas and lines can be quickly erased, down to the smallest detail. Colors can be easily changed, and rectangles, circles and ellipses are automatically and accurately drawn. Other graphic material can be scanned onto the tablet, where it's shrunk, enlarged, rotated or moved.

With AVA, the TV graphic artist can create smart-looking art — from sketches to maps and graphs — right on TV itself.

Many Bonus Features

Versatile AVA provides many flexible, bonus operational features to the TV broadcast graphic art department:

- **The "Sequence" Mode** provides for the storage and retrieval in a sequential playback fashion of every color selection and pen movement made by an artist during the creation of a drawing. Many pseudo-animation tricks are possible with AVA when the artist manipulates colors and recalls the stored sequence of events that went into composing the original art.

- **A "Letter" Mode** allows the AVA system to provide a wealth of stored alphanumeric characters to be added to any illustration. Predefined lettering fonts can offer the artist different styles, type sizes and coloring. All can be entered with the stylus or a simple typewriter-style keyboard. Crosshairs positioned by the stylus on the screen tell the artist where the lettering will start. Text can be inserted anywhere on the screen at the artist's discretion.

- **A "Cut-and-Paste" Mode** allows the artist to perform this key art function quickly and effortlessly. Pictures within the system can be compressed, expanded, rotated, or repositioned as the artist requires. In addition to drawn or painted material, the system can accept such external material as photos, magazine clippings and graphics cards. The system's scanner captures the image and enters it in AVA's memory storage area. Any hard copy material entered into the AVA system can be further manipulated or embellished with colors, drawings or titles.

- The AVA system's **picture and storage retrieval** capability lets the artist store all or any part of a picture for future use. He can stop a drawing, store it until he has time to work on it again, and recall it back in the same status he left it. The previously drawn art, when recalled, can be repositioned, recolored, or augmented with more drawing without affecting the original stored picture.

- **A "Design Palette" Mode** permits the creation of new or modified palettes for the artist's individualized use.
- **An optional camera** provides hard copy output if that is desired.

Everybody Gets Into the Picture

With an AVA system, any TV station can enjoy many all-around operational benefits. First, of course, the graphic art department will have a highly versatile and flexible tool, especially for quick turnaround graphics such as those required for fast-breaking news events. Picture storage and retrieval, varied brushstroke styles and colors, as well as "pasteup" TV picture manipulation

can give any graphic art department responsiveness never achievable with traditional art techniques.

Station management can have their own "exclusive" TV graphic look, setting them apart from any other affiliate or independent in their local viewing area. Advertising and sales can utilize AVA for art renderings or charts and graphs. Teleproduction facilities can enjoy the system's original art capabilities to generate unique on-air effects and picture modifications. AVA can even be used to assist in scenic set design at the studio.

Put an AVA in Your Future

AVA has been designed with your future in mind, too. The basic system can be easily augmented later with new and powerful graphic capabilities.



A wide choice of fonts are available



AVA



*It's waiting to help you create
a new world of video art*

AMPEX

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