

GIRGRAPHIC



COMPANY PROFILE

INTRODUCTION

AT **GIRRAPHC** WE ARE FIRM BELIEVERS IN THE POWER OF AN IDEA AND PROVIDING TECHNICAL INNOVATION AND EXPERTISE TO HELP CREATE, EXPLORE & BRING IDEAS TO LIFE. SPECIALIZING IN VIZRT PRODUCTS AND WORK-FLOWS WE HAVE OVER 30 YEARS OF INDUSTRY EXPERIENCE IN THE CONCEPTION, PRODUCTION AND SUCCESSFUL DELIVERY OF FULL TURNKEY AND BESPOKE ON-AIR GRAPHICS SOLUTIONS ACROSS ALL MEDIA PLATFORMS.

WHATEVER YOUR REQUIREMENTS, BE IT SPORTS BROADCASTING, NEWS AND ELECTION COVERAGE, SOCIAL MEDIA INTEGRATION, LIVE OUTSIDE BROADCASTING OR IN-STUDIO PRODUCTION **GIRRAPHC** TAKES GREAT PRIDE IN MAKING SURE WE DELIVER ABOVE AND BEYOND YOUR EXPECTATION ON TIME - EVERY TIME. WE ARE CONSTANTLY LOOKING TO IMPROVE OUR CLIENTS ON AIR OPTIONS AND EXPERIENCES, WORKING CLOSELY WITH OUR PRODUCT VENDORS' RESEARCH, DEVELOPMENT AND SUPPORT TEAMS ALLOWS US AND YOU TO REMAIN AT THE FOREFRONT OF THE EVER-EVOLVING LANDSCAPE OF ON-AIR BROADCASTING.

OUR SOCIETY RELIES ON COMMUNICATION, AND EVER INCREASINGLY THE SUCCESS OF A BROADCAST REQUIRES THE VERY BEST IN VISUAL COMMUNICATION. **GIRRAPHC** CAN ASSIST YOU TO ACHIEVE A VISUAL COMMUNICATION RESULT THAT SURPASSES YOUR EXPECTATIONS AND COMMUNICATION OBJECTIVES. SUCCESSFUL GRAPHIC DESIGN SOLUTIONS COME FROM AN EFFECTIVE WORKING PARTNERSHIP BETWEEN THE CREATIVE TEAM AND YOU, OUR CLIENT. WITH YOUR INPUT, OUR CREATIVE EXPERTISE CAN PROVIDE INNOVATIVE SOLUTIONS TO YOUR COMMUNICATION CHALLENGES.

NATHAN MARSH
CREATIVE DIRECTOR



WHAT IS GRAPHIC DESIGN?

“GRAPHIC DESIGN IS A PROBLEM SOLVING PROCESS,
REQUIRING SUBSTANTIAL CREATIVITY, INNOVATION
AND TECHNICAL EXPERTISE. AN UNDERSTANDING
OF THE CLIENT’S PRODUCT OR SERVICE AND GOALS,
THEIR COMPETITORS AND THE TARGET AUDIENCE
IS TRANSLATED INTO A VISUAL SOLUTION. THIS
VISUAL SOLUTION IS CREATED BY MANIPULATING
AND COMBINING SHAPE, COLOUR, IMAGERY,
TYPOGRAPHY AND SPACE.”

AUSTRALIAN GRAPHIC DESIGN ASSOCIATION



SERVICE DIVISION

GIRRAPHC HAS FOUR MAIN SERVICE DIVISIONS THAT CATEGORIZE OUR COMPANY'S BUSINESS MODEL.
THEY INCLUDE THE FOLLOWING:

CREATIVE SERVICES

TEMPLATE INTEGRATION

TRAINING & CONSULTATION

HARDWARE RENTALS

THE BROADCAST DESIGN PROCESS



"A GOOD GRAPHIC DESIGN PROCESS IS STRUCTURED AROUND ENSURING THAT THE CLIENT GETS THE HIGHEST QUALITY SOLUTION AND SERVICE APPROPRIATE TO THEIR BRAND, PRODUCT OR COMMUNICATION PROBLEM."

THERE ARE 8 MAJOR STEPS INVOLVED IN A BROADCAST DESIGN PROCESS



1. BRIEFING

- INITIAL INFORMAL DISCUSSIONS BETWEEN YOU, THE CLIENT, AND **GIRGRAPHIC** COVERING PROJECT OBJECTIVES, TIMING AND BUDGET.
- FORMAL MEETINGS TO DISCUSS YOUR PROJECT IN DETAIL AND CLARIFY ANY TECHNICAL ISSUES INCLUDING BUDGET, TIMETABLE, BRAND CONSIDERATIONS, SPONSOR REQUIREMENTS AND CORPORATE IDENTITY GUIDELINES.

2. DEVELOPMENT

- THE DESIGNER REVIEWS THE BRIEF AND BACKGROUND MATERIAL TO ENSURE WE UNDERSTAND THE PROJECT CONTEXT AND YOUR REQUIREMENTS.
- THE DESIGNER DEVELOPS THE DRAFT CONCEPTS AND PRELIMINARY DESIGNS AND SELECTS THE MOST APPROPRIATE OPTIONS FOR FURTHER DEVELOPMENT.

PLATFORM A

SERVICE



CREATIVE SERVICES

WE PROVIDE FRESHLY CUT IDEAS

Girraphic offers its customers a full service creative shop showcasing expertise in branding, animation, design & project management for the creative process. We are dedicated to our client's idea & we focus on delivering unparalleled attention to detail and quality in our work. We understand how easy it is to get lost in a sea of possibilities for the creation of your project. Thus we aim to provide you with a clear vision, realization and direction for your concept. Our team is proud to include award-winning Designers and Artists and we take great pride in nurturing some of the finest talents working in the industry.



Optional Design

We are happy to provide fresh direction and innovative ideas or to take your creative team's concepts and bring them to life!

VizRT EXPERTS

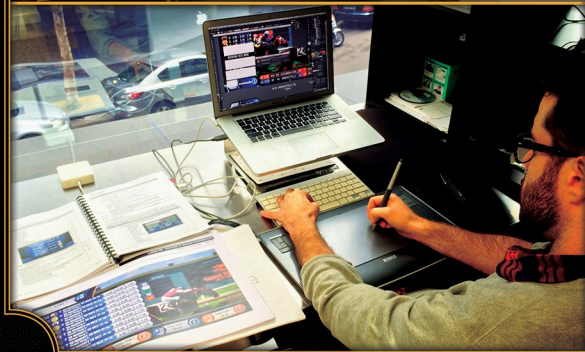
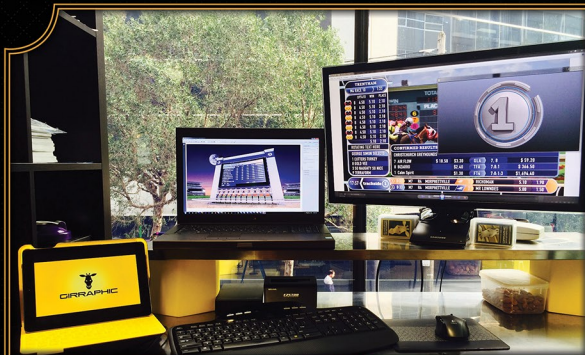


Partnerships



We can work hand-in-hand with your preferred design company to build the graphics package perfectly suited for your needs.

DIVISION



3. PRESENTATION

- THE DESIGNER PRESENTS VISUAL SOLUTIONS, INCLUDING MOOD BOARDS AND EXPLAINS DESIGN DECISIONS.
- WE WORK WITH YOU TO EVALUATE THE VISUAL PRESENTATION AGAINST THE BRIEF.

4. REFINEMENT

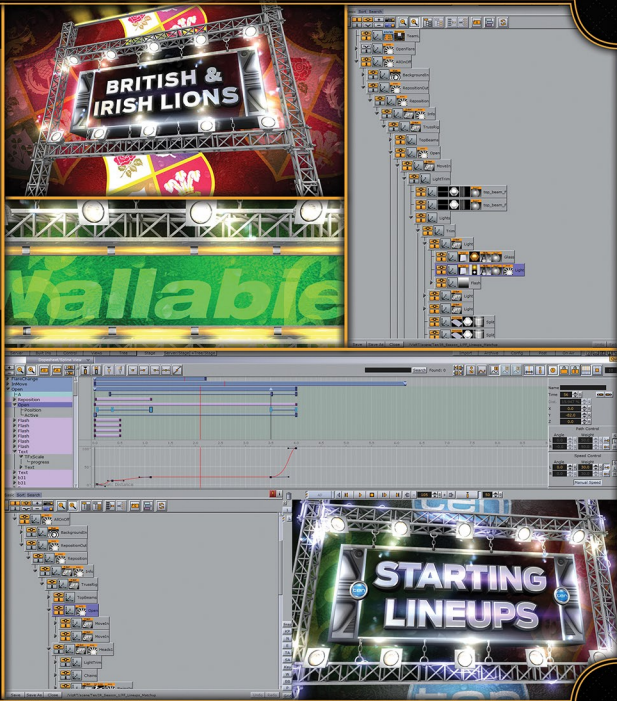
- FOLLOWING YOUR REVIEW AND FEEDBACK, THE DESIGNER AMENDS THE MATERIAL AS REQUIRED AND, IF NECESSARY, PRESENTS YOU

5. CONSTRUCTION

- UPON FINAL APPROVAL OF THE DESIGNS ASSETS ARE COMPILED AND FORMATTED TO BE USED IN VIZRT. LAYOUTS ARE RECONSTRUCTED AND ARE MATCHED TO THE DESIGN DOCUMENTS.

6. ANIMATION

- CONSTRUCTED BUILD IS BROUGHT TO LIFE THROUGH ANIMATION ADHEREING TO THE STYLISTIC PRINCIPALS OUTLINED IN THE AGREED UPON PRINCIPALS OF THE BRIEF.
- A FURTHER PROOF IS SUPPLIED TO THE CLIENT FOR APPROVAL AND REFINEMENT.



TEMPLATE & GRAPHIC INTEGRATION



INTELLIGENT INTUITIVE INTERFACES

From the simplest of manual templates to fully integrated, statistical data-driven graphics packages: **Girraphic** has your needs covered. We understand that stats and data integration are integral to the viewing experience for so many productions and we have developed systems to ensure that your needs & expectations are met and exceeded every time.

From design, production, programming, the creation of control applications, to setup and support, we can ensure that your systems are amongst the most robust and cutting edge available in the marketplace.

CUSTOM VizRT CONTROL APPS



Solutions for every customer & every job - BIG or small



Offering scalable solutions to suit your needs, from newsroom based systems for journalists and producers, to in-depth sports broadcasting and statistically based platforms:

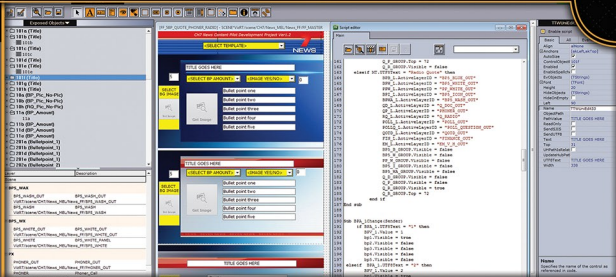
Girraphic will have all your needs covered - in real time - with the simple click of a button.

SERVICE

DIVISION

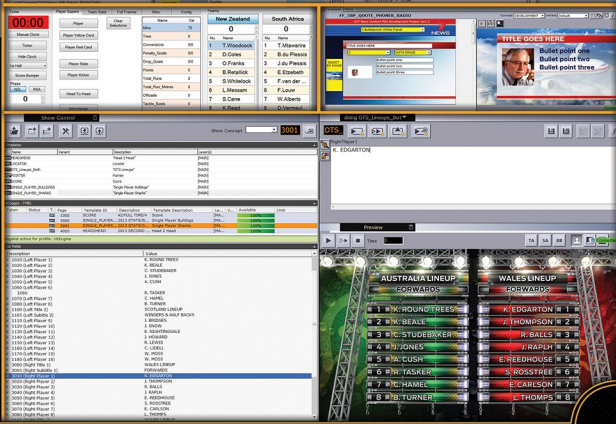
7. TEMPLATING & PROGRAMMING

- UPON ANIMATION APPROVAL GRAPHICS ARE PROGRAMMED TO RECIEVE DATA ENTRY FOR EITHER MANUAL OR STATS DRIVEN CONTENT.
- MANUAL DATA ENTRY FOR TRIO, PILOT, TICKER, ETC WILL BE APPLIED FOR BASIC OPERATOR DRIVEN PACKAGES.
- DATAPool PLUGINS CAN BE ADDED TO VIZRT SCENES FOR USE BY AN EXTRNL PROGRAMMER DEVELOPING A CUSTOM CONTROL APPLICATION.



8. DELIVERY, IMPLEMENTATION & TRAINING

- FINAL TESTING OF GRAPHICS PACKAGE IS DONE ON SITE WITH EACH ELEMENT BEING TESTED BY EXTERNAL DATA FEEDS OR MANUAL ENTRY APPLICATIONS.
- DIRECTORS, PRODUCERS & OPERATORS ARE BRIEFED AND WALKED THROUGH THE USE OF THE GRAPHICS IN THEIR SPECIFIC STUDIO OR OB ENVIRONMENT.



TRAINING & VIZ CONSULTATIONS

GIRRAPHC

SMOOTHING OUT THE LEARNING CURVE

VizRT is a powerful and complex tool capable of creating some amazing content for your broadcasts. However, we understand that not everyone can be an expert in the field right from the start. **Girraphic** can offer training solutions to make sure you and your team are getting the most out of the hardware and software at your disposal. From basic design and Artist training to technical hardware installations to advanced Transition Logic graphics production; we have the necessary tools and experience at our disposal to make sure you are getting the highest quality output from all your systems.

LEARN MORE. DO MORE. MAKE MORE.



Maximizing employee performance for your network.



Girraphic can get you going in to time. Our certified VizRT Artists and experienced technicians can help take the mystery out of your new toolkits. Give us a call!

SERVICE

DIVISION

STARTING MATCHUPS

LOOSEHEAD PROPS



ASHLEY-COOPER

1



CUTHBERT

1

sochi.ru
2014



SPORTS GRAPHICS

WICKET



SKY
RACING

SERENA
WILLIAMS



UNITED STATES

AGE	31		
SEED	1		
RECENT US OPENS			
2012 WON	2011 RUP	2010 -	2009 SF
STRENGTHS			
POWER STRENGTH			
WEAKNESSES			
MENTAL IMPROVING MARGIN GROUND SHOTS			

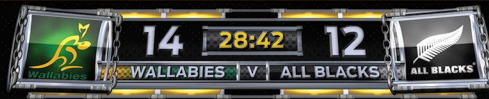
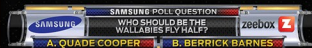




SPORT TICKERS WITH MULTI-STATES



THE BEAUTY OF DEVELOPING A CUSTOM APPLICATION WITH STATS INTEGRATION FOR A SPORTING BROADCAST IS THAT IT GRANTS THE ABILITY TO CUSTOMIZE EVERY ASPECT OF A CLIENT'S OPERATING EXPERIENCE. THIS TYPE OF APPLICATION DEVELOPMENT ALSO ALLOWS GRAPHIC TO BUILD TRANSFORMING, MULTI-STATE GRAPHICS CAPABLE OF DISPLAYING AN ARRAY OF STATS, PROMOS, SPONSORED ELEMENTS & SOCIAL INTEGRATIONS. THE LAYOUTS DISPLAYED HERE ALL COME OUT OF A SINGLE TICKER ELEMENT & CAN BE PLAYED OUT WITH A SIMPLE BUTTON PRESS IN THE CUSTOM INTERFACE.





@TWITTERNAME SAYS:
 THIS IS A TWEET ABOUT THE SYDNEY MARDI GRAS THAT
 CONTAINS NO MORE THAN THE MAXIMUM 140 CHARACTERS
 THAT TWITTER ALLOWS #SYDNEY MARDIGRAS # COOL



@INSTAGRAM NAME

TWITTER & INSTAGRAM GRAPHICS




TWEET

@BALLGAMEBABY
 I LOVE THIS SHOW!!! WHAT A NICE
 WAY TO START THE WEEK. GO FC!!



PurpleTigrLily2
 Only we would cry over wallabies getting beat by
 two points in our home country. Sometimes we
 are spoiled as a sporting nation@doubletake3x





JEAN_THE GREAT@TWITTER
 IT'S AN IMPORTANT MATCH FOR US, WE HAVE GREAT
 SUPPORT IN RUSSIA.

SOCIAL QUEUES



ISABELLE DENIS @Isabelle_Denis

I absolutely love this bit of music. It reminds me of Adventure Club's smash hit Lights & Thunder that debuted at #2 last year on the only charts that matter!!! That's right the epicness of Pop Asia makes it hard to watch any other show again #woohoo #letsdance mate





HASHTAG BATTLEGROUND LEAGUE LEADERS

WHO IS THE BEST STRIKER NOW?



#BRUCE_EVERSBY
28%



#KARL_PLACCARD
42%



#JOHN_WILLIS
30%

#SBSTWG

POLLING GRAPHICS



HAAAAASH
FIGHT!

WHO WILL WIN THE MATCH TOMORROW?

MELBOURNE HEART (2-0) VS MELBOURNE VICTORY (1-1)



@SOMELBOURNEHEART
65%



@SOMELBOURNEVICTORY
35%

TWEET!

@THURSDAYNIGHTFB

"KEEP THE GOOD TIMES ROLLING.
I THINK ITS AWESOME THAT YOU
INCLUDE YOUR AUDIENCE IN THIS
WAY! YOU'VE GOT A VIEWER FOR
LIFE!!" @MELBOURNEMANIAC



JULIA GILLARD SHOULD ACCEPT THE TERMS FROM HER PARTY?

Disagree 27%

Agree 73%

today tonight

today@it

GO TO: YAHOO7.COM.AU/TODAYTONTIGHT



DID TURNER DESERVE HIS 4 GAME SUSPENSION FOR THIS CHEAP SHOT?

POWERFUL
POLL

Disagree 36

Undecided 37

Agree 27

TO VOTE GO TO WWW.IPOWOW.COM ON YOUR MOBILE DEVICE



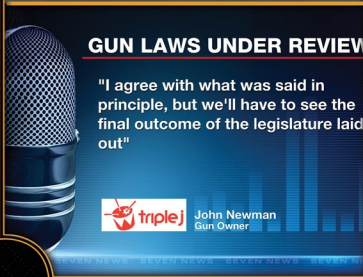
WHO HAS A BETTER CHANCE OF WINNING THE MASTERS THIS YEAR?

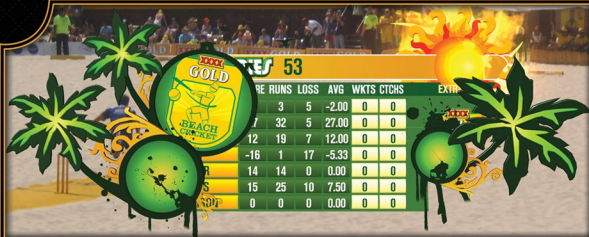
GO TO GOLFCHANNEL.COM AND VOTE

1	20%	2	15%	3	20%	4	35%	5	10%
ADAM SCOTT		GOLFER 2		GOLFER 3		TIGER WOODS		GOLFER 5	



GOLF CHANNEL





ISABELLE DENIS @Isabelle_Denis

I absolutely love this bit of music. It reminds me of Adventure Club's smash hit Lights & Thunder that debuted at #2 last year on the only charts that matter!!! That's right the epicness of Pop Asia makes it hard to watch any other show again #woohoo #letsdance mate

SBS popasia

ENTERTAINMENT GRAPHICS

1stmany

SBS ONE

twitter.com/SBSEurovision

EUROVISION

SONG CONTEST

MALMÖ 2013

SHARE YOUR COMMENTS #SBSEurovision



emma backfish @ebackfish

loving this head cold that I've gotten less than a week into #eurovision YAYYYY

NORWAY



78%



22%



LEAGUE TEAMS

VIRTUAL STUDIO GRAPHICS



NRL FRIDAY NIGHT

COWBOYS

VS

BRONCOS

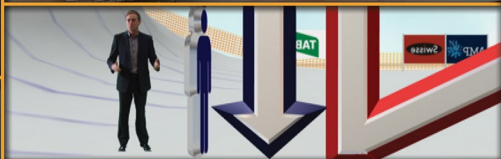
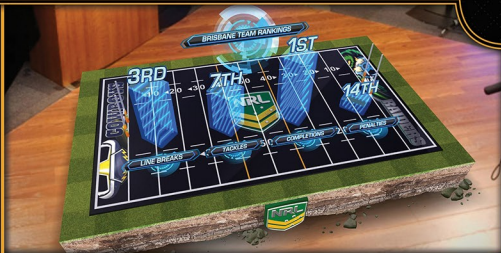
SUNCORP STADIUM

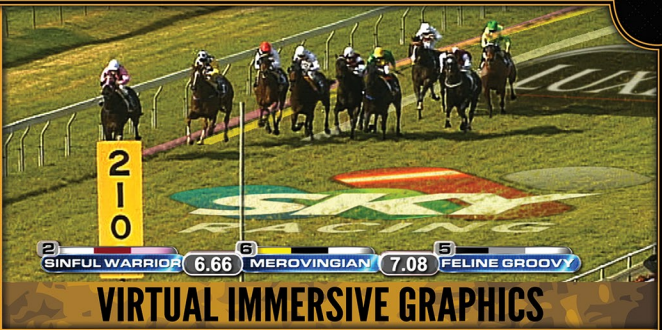
THURSDAY
8:05PM AEDT

STERLO



COWBOYS





SERVICE

HARDWARE RENTAL

THE NUTS AND BOLTS YOU NEED

Girraphic's hardware specialists work to provide you with the best remote & studio graphic hardware required for broadcast. Easy to ship solutions for any event are available to rent for a single event or season long contracts. Give us a shout to learn more about the ever-evolving solutions and hardware available for your production today.



Studio & Remote

HD VizRT Engine & Trio
VizRT HD Virtual Kits
VR Tracking Heads

VizRT EXPERTISE



Virtual Graphics 

Stype Grip VR Crane
HD Virtual Hardware
VizRT VR Studio & Arena

DIVISION



CONTACT



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