

SqueezeMAX

Master Control Effects and Graphics



SqueezeMAX from Utah Scientific is a very powerful Digital Video Effects unit designed expressly for the requirements of the master control environment. While *SqueezeMAX* offers a very high degree of integration with the Utah Scientific MC-2020 Digital Master Control Switcher, it can also be used as a stand-alone mix/effects unit for applications where the MC-2020's extensive live-event controls are not required.

SqueezeMAX is available in several configurations. The **Squeeze MAX Basic** unit offers a single scalable input and an input for the "Background" signal. This unit is intended for applications where a graphics system, still store, clip store, or other device is present to provide the background video plane against which the master control Program video is to be displayed.

The **Squeeze MAX Lite** system has all of the features of the basic system with the addition of an internal graphics plane. Either the Background input or the graphics plane can serve as the background for the resized Program video. The unit's internal graphics plane can display pages created by an external graphics composition system in Chyron file formats. These files are then stored in the *SqueezeMAX* unit via disk or network transfer for automatic recall as part of a *SqueezeMAX* event.

The **Squeeze MAX Full** system takes all of the features of the Lite system and adds a second scalable input, enabling a wide variety of transitions between the two scalable inputs as well as transitions between the scalable inputs and the background and graphics planes.

Squeeze MAX

The most common use of a DVE in master control is the "Squeezeback" effect where the main program video is squeezed into the upper right hand corner of the screen to reveal part of a back-

ground layer that contains some promotional information about upcoming programs. This is most often used in combination with an audio announcement about the program being promoted. All of the versions of *SqueezeMAX* support this basic effect, the difference between them being the way in which the background plane is handled.



BASIC SQUEEZEBACK

When the application calls for the background of the Squeezeback to display complicated graphics, and especially where the content of the graphics may change very frequently, the Lite or the Full versions of *SqueezeMAX* can greatly simplify the workflow of the process.

Since the *SqueezeMAX* graphics plane works with Chyron-format files, updates to the graphics content can be readily done "off-line" on any of the many systems that support these industry-standard file formats and then downloaded to the *SqueezeMAX* unit for display. In addition to text messages, the *SqueezeMAX* graphics plane can be used to display logos or other branding information and can be linked to "live data" from sources such as newswire and financial service feeds, EAS messages, etc., making the unit ideal for automated operation.



SQUEEZEBACK + GRAPHICS

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**DUAL SQUEEZEBACK
+ GRAPHICS
+ EXTERNAL BACKGROUND**

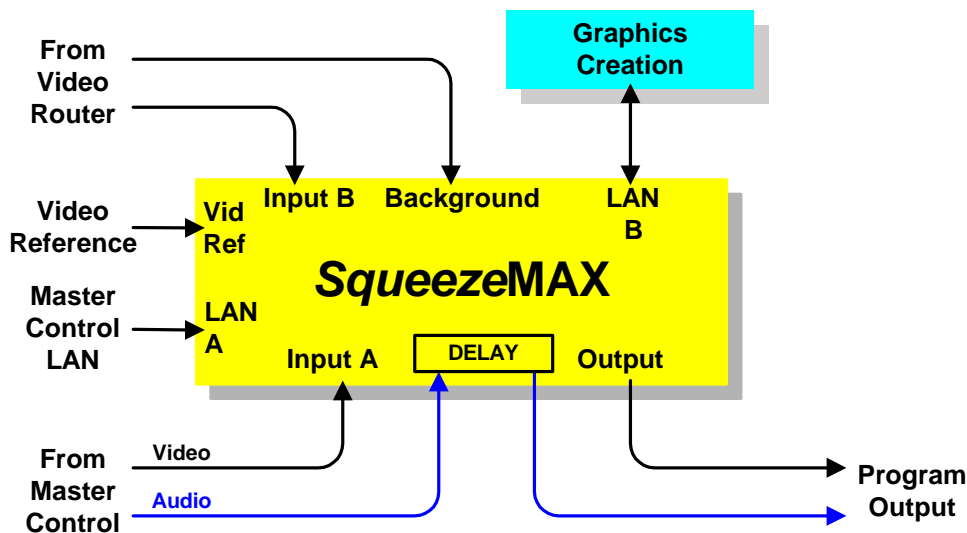
The dual-channel capabilities of the Full version of *SqueezeMAX* open a wide range of possible applications. Since all four picture planes are available for simultaneous display — in any order — there are unlimited ways in which the three active video planes (Input A, Input B, and Background) can be combined with the internally generated graphics plane.

Squeeze MAX

Transitions between the various inputs of the *SqueezeMAX* are not limited to DVE “moves”. The unit’s powerful effects library includes the typical master control transitions of fades and dissolves as well. All versions of *SqueezeMAX* offer a tracking audio delay that keeps the program audio lined up with the video signal.

Control of *SqueezeMAX* is handled by a GUI application that allows the user to define up to ten events that can be initiated by a single command from the MC-2020 system or triggered externally. The definition for each event includes a starting state that defines the content, position, and priority of each of the four picture planes; and instructions for the movement or transitions that will be performed during the execution of the event. When *SqueezeMAX* is used with an MC-2020 system, the event definitions are made available to the MC-2020 control panel for assignment to a button of the panel.

SqueezeMAX can be integrated into the master control system as a downstream device that receives the master control switcher’s Program output or as an upstream source to the master control switcher. The downstream application, which is the most common, is illustrated in the following block diagram.



The *SqueezeMAX* family of products all use a common hardware platform. Upgrading from the Basic unit to the Lite unit or from Basic or Lite to the Full configuration is by a simple software update with no hardware changes required.

The SqueezeMax is without question the most powerful and flexible tool for adding video effects and graphics capability to any master control facility.

Squeeze MAX

SqueezeMAX ORDERING INFORMATION

<i>SqueezeMAX</i> Basic	SM-2020-A	<i>SqueezeMAX</i> DVE with one resizing input and background input
<i>SqueezeMAX</i> Lite	SM-2020-B	<i>SqueezeMAX</i> DVE with one resizing input, background input, and graphics plane
<i>SqueezeMAX</i> Full	SM-2020-C	<i>SqueezeMAX</i> DVE with two resizing inputs, background input, and graphics plane
Upgrade Pack — Basic to Lite	SM-2020-U1	<i>SqueezeMAX</i> DVE upgrade pack to add graphics plane
Upgrade Pack — Lite to Full	SM-2020-U2	<i>SqueezeMAX</i> DVE upgrade pack to add second resizing input

SqueezeMAX PRODUCT SPECIFICATIONS

Mechanical	Dimensions:	19"W x 22" D x 3.5"H (2 ru EIA rack mount)
Connectors	Video Digital Audio	BNC XLR
Environmental	Temperature: Relative Humidity:	10-40°C 0-90% (non-condensing)
AC Power	110/240VAC	Chassis consumption is 50 VA max.



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