

## *Competitive Statement*

### **GRAFFITI vs. Inscrber TitleMotion Pro**

Inscrber TitleMotion is a software character generator with simple animation capabilities. The TitleMotion Pro upgrade adds some limited extrusion capabilities, but is currently only available for Adobe Premiere on Windows. Boris GRAFFITI delivers convenient character generator features, as well as features for creating sophisticated 2D and 3D title animations, on the widest range of nonlinear editing applications on both Macintosh and Windows.

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#### 3D Text

Although the TitleMotion Pro upgrade heavily touts 3D, its capabilities are severely limited when compared to GRAFFITI. TitleMotion Pro Extruded text cannot be put on path. Positioning of light sources is limited, as are appearance controls: it cannot map a different image to each face of the extrusion, and has no reflection mapping.

Boris GRAFFITI offers all of those things and more: a style palette for saving custom materials, each of which offer full control over transparency and reflectivity; natural media generators for 3D (as well as 2D) texture maps, multiple lights and cameras, all with full control over animation in 3D space; and the entire range of Boris GRAFFITI's animation power for 2D text, extruded with a single pop-up menu.

#### Path Text

While TitleMotion lets you define a custom path that can act as the baseline for 2D text, this feature is limited to a 2D text page layout tool rather than a title animation tool. Individual character animation cannot apply to text on a path. Neither the path shape nor the position of the text along the path can animate over time.

In GRAFFITI 2.0, all these parameters are animatable. Path shape, as well its position in 3D space, can be animated. Individual character animations - fly on or off, zoom on or off, spin on or off, fade on or off, etc. - can apply to text on a path. Text along the path may be 2D or fully extruded 3D text.

Paths may be saved along with animations, allowing new text to be easily added.

#### Type On

TitleMotion Pro includes type-on text that creates the effect of characters flying on or off screen - one by one. However, to create this effect, each character must be broken into an individual track in the animation timeline, which makes it difficult and awkward to keyframe sophisticated effects.

GRAFFITI 2.0 provides powerful type on (fly on or off, zoom on or off, spin on or off, fade on or off, etc.) of individual characters without having to break them up into separate tracks – unless desired by the end-user. Keyframing custom effects using this GRAFFITI feature is fast and easy.

## DVE

TitleMotion allows creation of an effect that animates text as if it were moving and rotating in 3D space. GRAFFITI takes 3D DVE much further. GRAFFITI provides Motion Blur to simulate motion as captured through a camera shutter. GRAFFITI also includes 3D Containers for grouping several text tracks under a single DVE control - without flattening the layers - while simultaneously allowing DVE animation for the tracks as individual layers. The GRAFFITI timeline and keyframing model is far more efficient for building sophisticated effects using DVE. For example, in TitleMotion, real-time previews are limited to wireframe while in Animation mode. With TitleMotion, in many cases, you must apply the effect and render it to see what it will really look like.

## Filter (Image Treatment) Effects

TitleMotion only offers mosaic, blur, tint and luminance for filter effects. GRAFFITI offers three types of Blurs (including Directional and Gaussian), several Distortions including Bulge, Ripple and Wave, several noise filters, and particle effects such as particle wipes. GRAFFITI now offers support for many third-party After Effects filter packages for practically limitless filtering of title animations.

For both 2D and 3D title creation and animation, Boris GRAFFITI is clearly the superior choice.

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In addition to the ones discussed above, features unique to GRAFFITI include:

- Vector Text GRAFFITI is the only titling application to offer native vector text, which offers a number of advantages for title creation and animation. These include exceptionally flexible styles and smooth display at any scale.
- Natural Media The Natural Media procedural generators provide animatable natural patterns (wood grain, marble, granite, reptilian skin) which can be customized to go well beyond their default settings. These static or animated textures can be used as graphic backgrounds, as integrated title backdrops, or as surfaces for 2D and 3D text.
- 3D Shapes GRAFFITI offers the ability to map text to 3D shapes such as spheres, cylinders, and cubes. Shapes are fully animatable and can rotate in 3D space, cast drop shadows, reflect light sources, etc.
- Apply Modes Text can be composited over a background using combinations of 21 different Apply Modes such as the ones found in applications like Adobe Photoshop or After Effects. These Apply Modes can be used with animatable Mix, Brightness, Contrast, and MixBack parameters to achieve a wide variety of powerful compositing looks for titles.
- Audio Support GRAFFITI 2.0 now offers support for scratch audio tracks (wave, aiff, QuickTime, mp3) with audio waveforms and audio scrub for syncing title effects with a soundtrack.
- Flash Export Easily export sophisticated title effects as .swf files for playback in QuickTime or in Flash-enabled web browsers.