



## **BBC 1 - Bright New World**

Recently many viewers will have noticed a new look to BBC 1. For many years the channel logo has been the familiar 'rotating world', generated from a mechanical model. Originally this was produced by a remotely controlled camera, affectionately known as Noddy, which was also used for the old mechanical clock and fault captions. Most of Noddy's functions have been replaced by electronic generators, but the World was still being produced by a caption scanner, followed by a colour synthesiser and PAL coder. This required regular maintenance, and alignment of the video processing to produce consistent results.

On February 18th a new Symbol was introduced. The generating equipment is all electronic, using the latest digital techniques. Some digitally generated pictures suffer from an effect known as 'aliasing'; this is most noticeable on sloping lines and circles as small steps, which show the graphic being made up of discrete lines. The new equipment is fully 'anti-aliased' on both the logo and the captions, which substantially improves the overall quality.

By using internal frame stores there is no restriction on the colours, which can be properly shaded. Since the colour information is internally stored there is no need for an external synthesiser or clipper, thus reducing both day-to-day and long-term variations. All National and Regional Centres which opt-out of BBC 1 have been provided with their own equipment whose outputs, apart from their customised caption, are all identical and of consistent quality.

### **Description**

The symbol generated by the equipment is a rotating image of the world with a caption displayed beneath. The image is larger than its predecessor, and there is no reflecting mirror, but the detail and accuracy are much greater.

by a spotlight above the viewer.

### **Design**

Graphic Design at Television Centre undertook the artistic design of the symbol. Clearly this had to be done in very close conjunction with the engineers in



The caption is customised for each of the various regions.

The symbol of the world comprises three coloured parts. A gold shell, which is painted black on the inside, with a shaded blue disc behind it. The sea areas are etched away, leaving the land masses highlighted in gold on the outer surface, and black on the inner surface. Where the shell is completely transparent, that is where there is sea on the front and back, then the shaded blue disc is seen. The outside is highlighted to make it appear as though it is lit

Designs Department. Over the last few years, with the design of several electronic graphic devices, a good relationship has developed between the two disciplines. While neither party fully understands the restrictions and principles of the other, each now has a good grasp of one another's limitations. Interestingly this even transcends the use of jargon.

Designs Department developed the principles of the system. The most important part of this was the data compression format **continued on page 8**

