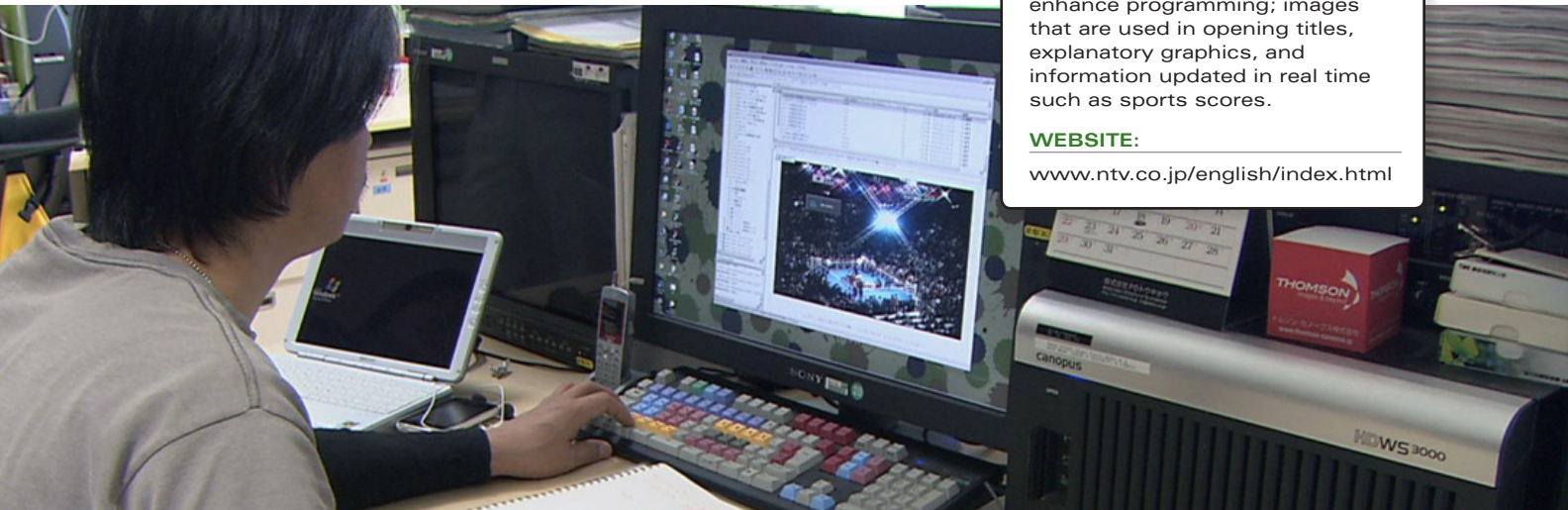


NIPPON TELEVISION NETWORK

Tremendous gains in efficiency from switching to the Grass Valley HQ Codec and a new workflow.

**CUSTOMER:**

Nippon Television Network

NLE:

EDIUS®

APPLICATION:

Managing a broad range of duties and business, from graphics production to data broadcasts. A core team of 15 members create outstanding graphics to enhance programming; images that are used in opening titles, explanatory graphics, and information updated in real time such as sports scores.

WEBSITE:www.ntv.co.jp/english/index.html

Efficient graphics production for HD applications was the goal of the Technical Operations department at Nippon Television Network (NTV) as they ventured to try a new workflow leveraging the compression benefits of the Grass Valley™ HQ Codec. Not only did the new workflow solve several problems, it greatly streamlined production while maintaining superb image quality rivaling uncompressed graphics. In fact, their work has never looked better.

Old Workflow: Struggling With HD Graphics Production

Moving to a new headquarters at the Shiodome NTV Tower in 2004 marked a fresh start for NTV. It was also an opportunity for NTV's Technical Operations department, which oversees graphics production, to take on more production of graphics in HD.

But increasing HD output would take a lot of time and storage space under their old workflow. NTV had been using a digital disk recorder to assemble and transfer individual sequence files between tapes and computers. In fact, they were pushing their digital disk recorder past its operating limits.

Using uncompressed graphics defied conventional wisdom and posed another hurdle in production.

Finding a Complete Solution with the HQ Codec

In adopting a new workflow for HD graphics production, Technical Operations identified their objective: reduce file size while maintaining superb image quality to enable efficient production. One way to meet this objective was to use a compression codec, but this was unprecedented at the department.

"We're finished in less than half the time it would have taken under the old workflow. When you realize that we can do twice the amount of work as before, you know the benefit of switching to HQ Codec was significant."

Mr. Ayato Fujii,
Technical Operations,
Nippon Television Network

NIPPON TELEVISION NETWORK CORPORATION



In 1953, NTV became the first commercial broadcaster in Japan. Digital terrestrial broadcasting began in October 2003. Always taking on new challenges, NTV values creativity and innovation, which inspires original programming as well as the station's ongoing quest for advanced technology.

Grass Valley HQ Codec

Developed by Canopus®, the HQ Codec maintains exceptional image quality. Variable bitrate encoding is used, and both the total amount of data and the amount of data in peak scenes is reduced while enabling real-time processing in HD resolution at or above HDCAM image quality.

It is the first HD codec to support an alpha channel. When using the HQ Codec to save graphics or other files created in Adobe After Effects or 3D software, files are much smaller than still image sequences. Codec details are available online at: <http://desktop.grassvalley.com/canopus/technology/canopuscodecs.php>

Note: The HQ Codec is provided with EDIUS.

With image quality, file size, and alpha channel support as their primary requirements, NTV tested several systems. The Grass Valley HQ Codec proved the most satisfactory solution. Since deploying three EDIUS HD nonlinear editing units in March 2007, the broadcaster has enjoyed stress-free production of HD graphics under a new workflow.

Efficient Editing at Equivalent Image Quality

The new workflow solves all of the problems of the old workflow (including time-consuming transfers and no real-time previews) to streamline production

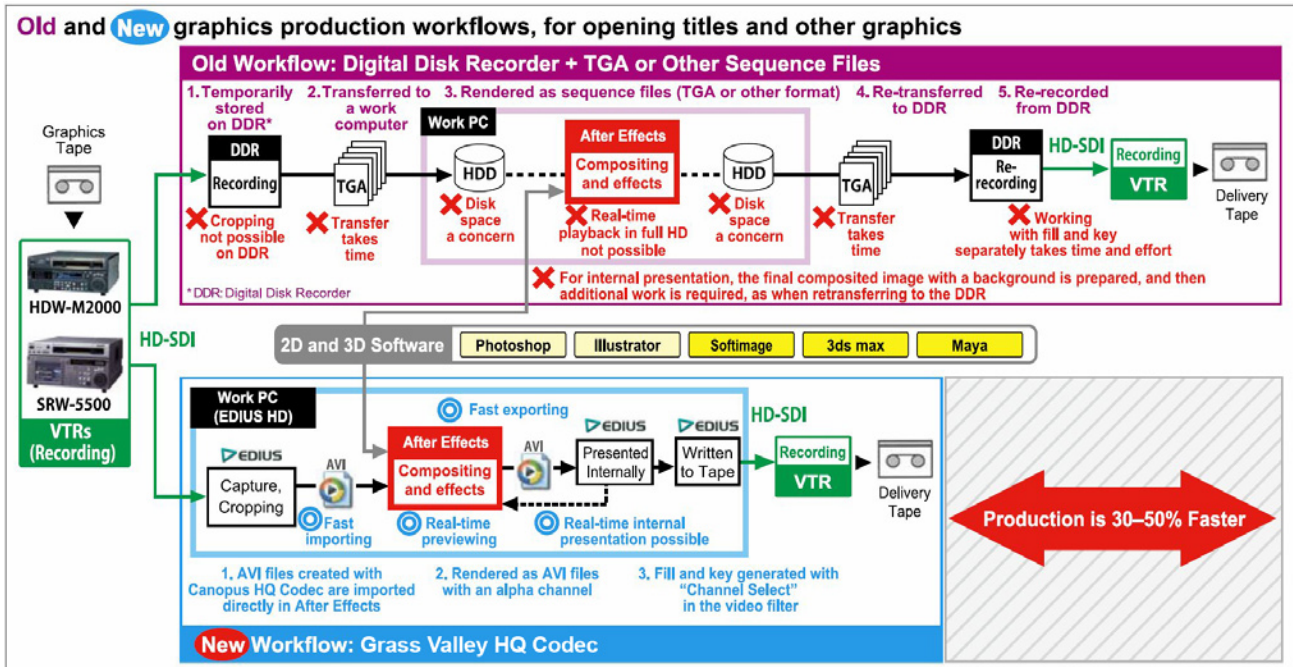
significantly. What's more, NTV appreciates how the HQ Codec image quality rivals that of uncompressed graphics.

Technical Operations also recognizes how valuable Grass Valley's commitment to support and development is, thanks to the development and distribution of a plug-in that enables simultaneous exporting of RGB graphics and key signals when graphics with transparency are delivered on tape.

As NTV looks to adopt a fully tapeless workflow, the broadcaster will be building on this system in the future.

"The new workflow with HQ Codec gives us tremendous advantages in creative work. And our workflow isn't particularly unique. Any broadcaster or production company could do this. We recommend it. As tapeless production becomes more prevalent, the benefits of the HQ Codec will only get better."

Mr. Ayato Fujii, Technical Operations, Nippon Television Network



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