

LYON VIDEO

Putting Flexibility First



BACKGROUND

Today's mobile production companies are all about flexibility and the need to adapt to their clients' needs as well as any situation that might occur during the production of a live sports telecast.

For its latest, state-of-the-art mobile production trucks, named LYON-11 and LYON-12, Columbus, Ohio-based Lyon Video wanted to make sure that HD format flexibility was front and center. That's important because it works with a variety of clients that all have different needs and requirements. They could be producing a 1080i shoot for NBC Sports one day and a 720p production for ABC/ESPN the next, so their equipment must support both.

To further support its strategy of flexibility, Lyon Video wanted to be able to work in whatever venue their clients needed them at, regardless of whether it was pre-wired with triax or fiber. To that end, Lyon Video began testing the Grass Valley™ 3G Transmission system in 2011 for ESPN and the University of Texas' Longhorn Network located in Austin.

"ESPN installed single-mode fiber at nearly all the venues (at the University of Texas campus) to cover everything including football, soccer, swimming, softball, basketball, volleyball, and tennis," said Chad Snyder, Senior Account Manager at Lyon Video.

"Baseball is on triax from a past installation. Basketball and football now have both triax and fiber infrastructures, so the Grass Valley 3G Transmission Twin (a single base station with triax and fiber camera connectivity) provides the perfect balance for an upstart network that is using as many local operators as Austin can support."

READY FOR ANYTHING

To meet its goals, Lyon Video purchased a full complement of multiformat Grass Valley LDK 8000 Elite HD cameras and the Kayenne™ Video Production Center switcher. The systems have been in use since late October 2011 and Lyon Video now has a dozen 3G Transmission Twin base stations on board its Lyon-1 and Lyon-2 trucks, which are on long-term assignment for the Longhorn Network. These were the first 3G Transmission systems in use in the US.

CUSTOMER

Lyon Video, US

CHALLENGE

To adapt to any situation or environment during the production of a live sports telecast in order to satisfy their clients' needs to deliver both 1080i and 720p high-definition productions, without sacrificing reliability.

SOLUTION

Advanced end-to-end production solution with total multiformat camera fiber/triax flexibility in the field with full transmission diagnostics.

BENEFITS

Ability to easily handle any client HD format request while making use of any venue cabling infrastructure to increase revenue.

According to Snyder, the triax connections to the cameras are far more resilient than standard SMPTE cable when using the cameras in a handheld configuration. For that reason, Lyon Video ordered the Twin system with the Grass Valley LDK 4426 single mode fiber-to-triax converter. He said the system has really cut down on repair costs associated with SMPTE cabling.

"The Grass Valley 3G Transmission system features different yet compatible modules to support both triax and fiber connectivity," said Bob Lyon, President of Lyon Video. "This was as important as the multiformat capability of the cameras, because while most venues in the US are wired with triax, many of the newer stadiums have installed fiber-optic infrastructures."

"We finally have a solution that won't limit where and when we can work."

Bob Lyon, President, Lyon Video



"Sporting events are tough. You never know what might happen, but with the new Grass Valley 3G Transmission system, our customers know that we'll be ready with high-quality, reliable equipment that gets the job done, no matter where the venue is and what kind of pre-cabling is on site. That's very important to the success of our business."

Bob Lyon, President, Lyon Video

REAPING THE BENEFITS

The new Grass Valley 3G Transmission system allows Lyon Video crews to pull up to a venue knowing they have the right solution for reliable signal distribution. This unique camera signal transmission system allows Lyon Video to use its trucks at virtually any venue in North America and find instant connectivity. The fiber module also allows bandwidth-hungry HD signals to travel farther than over triax.

"Certain productions require the resilience of triax cable, and some the very long range of fiber. The 3G Transmission system gives us the ability

to switch between triax and fiber in the field, maintaining the highest quality and also keeping full transmission diagnostics, so there's no limitation."

The modular architecture of the 3G Transmission system allows crews to use either the triax or fiber camera adapter with the same LDK 8000 Elite camera head, thereby allowing them to get the most flexibility and value out of its existing complement of Grass Valley LDK 8000 Elite HD cameras.

Grass Valley's new 3G Transmission system is the company's third-generation of camera connectivity, capable of carrying uncompromised 1080p50/60 signals over both triax and

fiber. This also allows a single cable to carry a multiplexed pair of 720p or 1080i HD signals for stereoscopic 3D. As a bonus, 3G Transmission extends the range of triax connectivity by 25%, to a conservative minimum of 1,500m (4,921 ft.).

The 3G Transmission system carries full transmission diagnostics and two embedded AES/EBU stereo pairs back to the base station, while two independent video returns can be sent to the camera for monitoring. 3G Transmission also provides talkback and a broad data channel for camera control, communication with robotics, or remote alignment of a 3D stereoscopic rig.



ABOUT GRASS VALLEY – THE PREMIER VIDEO TECHNOLOGY SOLUTIONS COMPANY

With a rich history serving the broadcast and professional video industries, the Grass Valley name is synonymous with innovation, leadership, and performance. With a full range of products and services supporting many of the world's most high-profile live events, Grass Valley offers the most comprehensive portfolio of software, services and IT infrastructure. Customers deploying Grass Valley solutions include most of the world's leading broadcast and teleproduction IT facilities, independent video professionals, as well

as emerging content creators and distributors providers of broadband, telecommunications, and transmission services. When you're watching news, sports, or entertainment programming, whether on a TV, the web, or a mobile phone, you're watching Grass Valley at work in the connected world.

For information about Grass Valley products, please visit www.grassvalley.com.

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