

FOX SPORTS LATIN AMERICA

With Grass Valley, Fox Sports Latin America is investing in the future in content creation through playout.

APPLICATION:

Live and delayed sports and sports entertainment programming.



BACKGROUND

Fox Sports Latin America's headquarters is located in Mexico and is considered the most advanced facility in Latin America. Fox Sports chose Grass Valley™ products because they deliver extra value from content creation, acquisition, and production through playout.

Equipment installation was divided in two stages. First to be installed was the Aurora™ news production suite, K2 Summit™ media servers, Concerto™ routing, Encore™ facility control software, the Maestro™ multi-channel master control and channel branding system, and hundreds of GeckoFlex™ signal conversion modules.

The second stage of the project saw the installation of two Kayenne™ 2.5 M/E Video Production Center switchers and 12 LDK 3000 HD cameras for Fox Sports Latin America's two new production studios. The Kayenne switchers would not only serve Fox Sports Latin America in HD and SD, but could handle 3D when the time came.

OPERATION

Fox Sports Latin America decided on the LDK 3000 cameras not just because of the image quality when used during sports productions, but its multi-format ability. While initially in SD, Fox Sports Latin America started HD production on November 15, 2010.

The gap between how Fox Sports Latin America used to work and how they now work with Grass Valley technology equipment is huge. At first, what mattered the most when it came to their cameras was colorimetry, then how easy it was to find and change the lens. This is no small consideration. The LDK 3000, while a value-priced HD camera, is built using three 2/3-inch, 2.4 million pixel CMOS imagers specially developed for broadcast applications. These imagers not only provide tools such as Double Digital Sampling and dual integrated A/D converters to create high-quality, razor-sharp pictures, by being 2/3-inch, they can use standard 2/3-inch ENG or box lenses.

But in the world of sports, speed is as critical as quality. That's why Fox Sports Latin America relies on the Aurora Edit NLE to assemble its half-time and end of game highlight packages. With Aurora Edit, users can mark cues at nearly the same time that content is being received. This gives those users the ability to very quickly assemble their packages, even if they need to include a clip from an event that happened just before needing the half-time package.

"Kayenne is a monster—three M/Es that you can take up to six M/Es. Grass Valley gives us the best image quality together with reliability in video control and mixing. For me, Kayenne is definitely our present and our future for many years to come."

Fausto Ceballos,
Vice President of Creative Services
Fox Sports Latin America



“The technical support has been extraordinary and we are very pleased. The equipment is easy to learn and easy to use, and our operations staff has found it to be extremely user friendly, that’s another reason why we chose Grass Valley.”

Fausto Ceballos,
Vice President of Creative Services
Fox Sports Latin America

To store that content, Fox Sports Latin America uses K2 Summit media servers because of their extraordinary multi-format capabilities. Whether footage is being ingested live on game day, from library archives of games played 10 years ago, or of games yet to be played years in the future, the format of the footage is of no concern for Fox Sports Latin America.

Three years ago, Fox Sports Latin America existed exclusively in an SD world. Today they are recording HD, and tomorrow might bring 3D. A single K2 Summit can handle clips in each format with no problem, recognizing what the native format of the clip is and what playout format is needed, the K2 Summit makes the necessary conversions, including aspect ratio conversions.

SUPPORT & SERVICE

Grass Valley, through integrated solutions provider Comtelsat which recommended the Grass Valley equipment, provides Fox Sports Latin America complete service from commissioning and optimization of its equipment to technical support and operational training.

SALES

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