

UNIVERSITY OF OKLAHOMA

Kayenne gives SoonerVision the production tools to match its athletic achievements

CUSTOMER

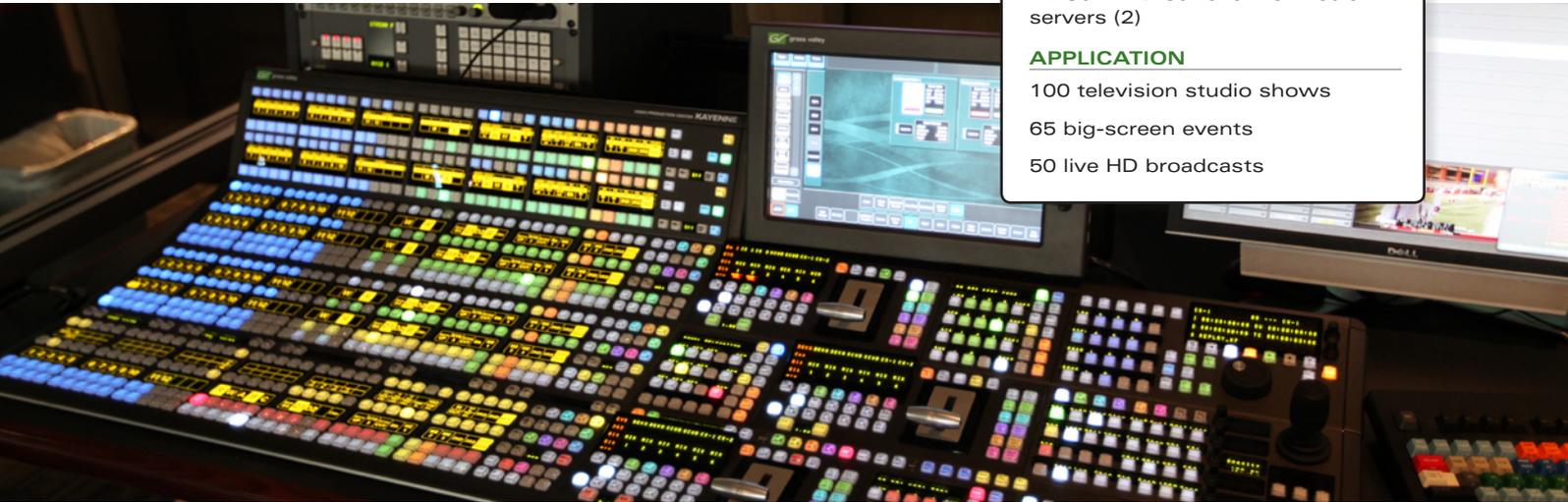
SoonerVision
Athletics Department
University of Oklahoma (OU), US
www.SoonerSports.com

EQUIPMENT

Kayenne Video Production Center
switcher
3 M/E Kayenne panel
2 M/E Kayenne panel
K2 Summit four-channel media
servers (2)

APPLICATION

100 television studio shows
65 big-screen events
50 live HD broadcasts



BACKGROUND

The Big 12 Conference is a college athletic conference of ten schools located in the Central United States and is a member of the NCAA's Division I. Within that conference, the University of Oklahoma (OU) stands out both for its athletic prowess and its ability to cover its various sports teams with the latest HD video production gear. The school's audio/video production department, SoonerVision, is tasked with handling a workload that rivals any regional sports network.



Established in 1997, SoonerVision is the in-house production studio for OU's Athletics Department. SoonerVision produces about 100 television studio shows, 65 big screen events (for attendees of the various campus venues), and 50 live HD broadcasts that are delivered locally on campus and throughout the Midwest of the US.

SoonerVision produces coaches' TV shows for OU football, as well as men's and women's basketball. The SoonerVision staff also produces and operates the large HD video displays that appear in Gaylord Family – Oklahoma Memorial Stadium, the Lloyd Noble Center, L. Dale Mitchell Park, and Marita Hynes Field. SoonerVision also shoots and produces video for the official website of the Oklahoma Sooners (www.SoonerSports.com) and provides live streaming webcasts of most sporting events, plus press conferences, coaches' shows for other sports, practice videos, interviews, highlights, and classic footage.

GO SOONERS!

To help create all of this high-value content, the Athletics Department built a video production control room in 2009 that included a Grass Valley™ Kayak™ HD production switcher. They soon realized, however, that SoonerVision required more production power, and have now built a second control room and populated it with a new Grass Valley Kayenne™ Video Production Center 4.5 M/E switcher and two K2 Summit™ media servers, each with four channels.

For the ultimate in production flexibility, SoonerVision uses two Kayenne panels—a 3 M/E for the new control room, and a 2 M/E which replaced the Kayak (which was traded in to Grass Valley) in the original control room.

These all-digital control rooms are located inside Oklahoma Memorial Stadium (the main football venue) and are connected via fiber optic cables to a total of six athletic venues across the campus in Norman, Okla.



“We’re proud of what we get accomplished here and equally proud of the education our students get in training on professional-level equipment that they’ll likely see in the real world after they graduate.”

Brandon Meier

Executive Director of Video Production
Athletics Department
University of Oklahoma

While the SoonerVision staff includes six full-time professionals, it also relies heavily on students (a total of 30 each year) to produce the studio shows and help cover the games. Students mainly serve as Production Assistants and Producers.

Brandon Meier, Executive Director of Video Production at OU’s Athletics Department, said that during most games, his staff produces a dual broadcast, one for the people in the stadiums and another for the broadcast TV audience at home. To accomplish this,

the school uses both the 3 M/E and the 2 M/E Kayenne panels, which are both operated off the single 4.5 M/E switcher mainframe. One panel is dedicated to the in-stadium entertainment and the other handles the live TV broadcasts.

Meier needed more inputs and the increased flexibility to use the dual panels (sometime simultaneously) that the Kayenne offers. The K2 media server is dedicated to clip files, effects, and other elements SoonerVision uses for both the live broadcasts and the in-stadium entertainment. It’s made a huge

difference over the RAM store that they were using.

Meier added that SoonerVision uses one channel of the K2 server for key fill in one room and a second channel for the other control room.

The Kayenne went online for the 2011 football season, followed by soccer, volleyball, and basketball. The basketball season is the most hectic, according to Meier, as most of OU games are televised regionally and/or nationally.

GLOBAL SERVICES



Grass Valley Global Services specializes in the defining of, deployment of, and support of today’s dynamic file-based workflows, based on Grass Valley and third-party solutions. With Grass Valley Global Services, you can achieve your operational goals in the most efficient and cost-effective way possible with a partner you can trust.

www.grassvalley.com/support

Define: We help you to define your business and technology requirements and then design solutions to meet them.

Deploy: Our professional service organization, backed up with proven project management methodologies, can take you from design through deployment, commissioning, and training.

Support: We offer a complete Service Agreement portfolio to keep your systems running and help plan for your long-term maintenance needs.

Join the Conversation at
GrassValleyLive on Facebook,
Twitter, and YouTube.

