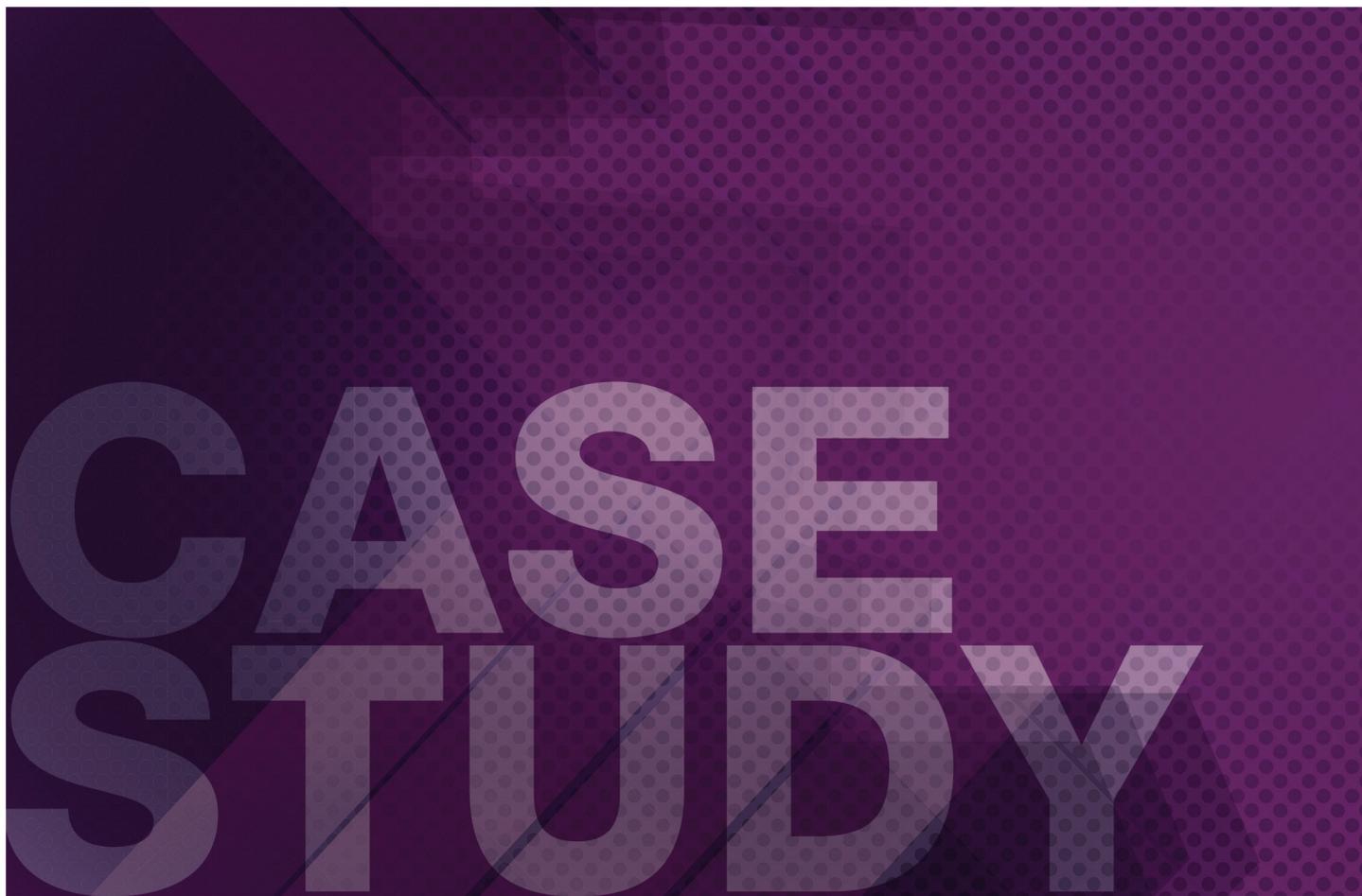




China's Urumqi TV Builds State-of-the-Art HD OB Van on Significant Deployment of Grass Valley Equipment



CUSTOMER

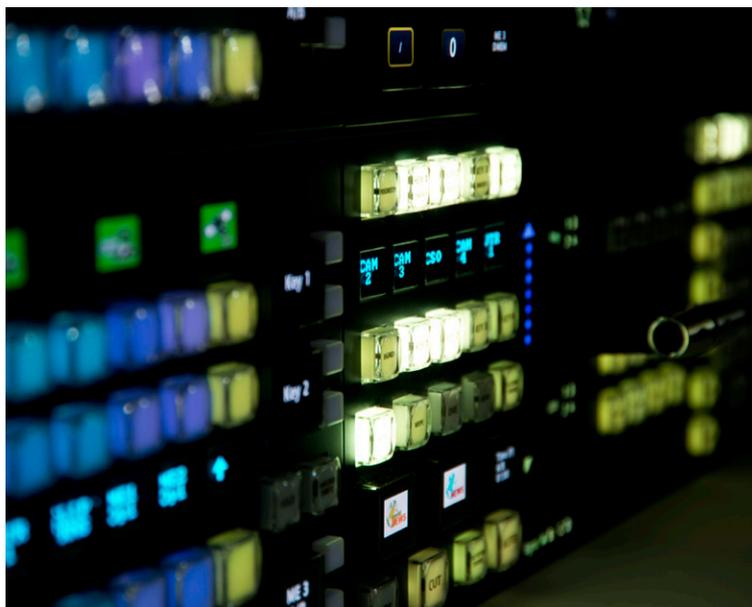
Urumqi TV (UTV) is a broadcaster in China's Xinjiang Uyghur Autonomous Region

SOLUTION

Kahuna, Pyxis, IQ

CHALLENGE

Equip UTV's new 10-channel HD OB van with a flexible, future-proof solution to support high-quality live broadcasting of news, sports events, and various entertainment shows.



“Grass Valley solutions best met our requirements for power, reliability, and performance. In addition to ensuring high-quality image and audio transmission, they enable easy operation and control. Together, the Grass Valley systems make a cost-effective solution that meets our present needs, and if our needs should change, we know will be able to extend or upgrade this installation with ease.”

Mr. Wu Erpu, Director of Technical Center and
Mr. Li Heng, Duty Director of Technical Center at UTV

The Grass Valley Solution

The new 10-channel HD OB van has been equipped with an extensive deployment of Grass Valley equipment, including a Kahuna multiformat production switcher, Pyxis router, Kudos Plus TBS800 SD/HD/3G format converter, and IQ Modular infrastructure. These advanced systems, which represent UTV’s most significant broadcast equipment investment to date, will support high-quality live broadcasting of news, sports events, and various entertainment shows.

Designed for fast-paced, live production environments, Grass Valley’s Kahuna production switcher combines a comprehensive and versatile feature set with innovative signal processing capability. Kahuna offers simultaneous SD and HD operation in the same mainframe with a single control panel. Its advanced FormatFusion pixel-filtering technology enables UTV to integrate any SD material — such as hand-held camera feeds, graphics, or archive material — into HD productions seamlessly, without upconversion.

The Kudos Plus TBS800 format converter with timebase synchronizer (TBS) capabilities provides the new UTV OB van with multirate 3 Gb/s, HD, and SD inputs and outputs, and is capable of motion adaptive up/down/crossconversion within the same frame rate. A high-density, mid-size router ideal for the mobile production environment, Grass Valley’s Pyxis router assures both flexibility and reliability in routing signals in all common broadcast formats.

The Result

Deployment of this state-of-the-art technology demonstrates a practical forward-looking approach to live production and broadcasting, as well as a commitment to the quality of the end product.

Urumqi TV’s installation of Grass Valley equipment in its OB van puts the broadcaster in the position — now and in the future — to deliver even more compelling and timely programming via its six broadcast channels.



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