

Snell Kahuna anchors new HD OB vehicle for Shenzhen Media Group

Chinese broadcaster Shenzhen Media Group (SZMG) has chosen Snell's Kahuna multi-format SD/HD production switcher as the centrepiece of its strategy to expand its outside broadcast (OB) capabilities.

With the Kahuna switcher installed in SZMG's new, state-of-the-art HD vehicle, the broadcaster is said to be well equipped to cover even the largest sporting and entertainment events and to perform the complex hybrid SD/HD conversions such major events require.

"The Kahuna production switcher is the ideal solution to provide a true multi-format production environment for SZMG's new mobile production facility," said Han Lun, project manager of Century Sage Scientific System (CSS), the systems integrator on the project. "Kahuna gives [SZMG] multi-format production capabilities, and also simplifies the entire system design by eliminating the need for an up/downconverter. Kahuna provides a very flexible environment for integrating multi-format sources without a complicated set-up."

SZMG, a regional TV and radio network serving China's Guangdong province, commissioned the



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new HD vehicle in order to facilitate local coverage of two highly visible upcoming sporting events: the 16th Asian Games, scheduled for 12-27 November 2010 in Guangzhou, and the 26th Summer Universiade, an international multi-sport event sponsored by the International University Sports Federation (FISU) scheduled for August 2011 in Shenzhen.

Serving as a mobile control centre, the new vehicle will provide immediate OB facilities for production, communication and networking to support live production and post production for large-scale events and activities. As the OB truck will be broadcasting in both HD and SD and will be drawing from content sources in a wide range of for-

ats, multi-format capabilities were a critical requirement for the system design. Therefore, CSS recommended the Snell Kahuna switcher to anchor multi-format and conversion operations for the project.

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capability to expand to a 14-camera operation through linkage with an electronic field production (EFP) system. The Kahuna switcher's mainframe includes a 3M/E control panel configuration that can accept video sources in either SD or HD, and then mix them together with digital video effects and other components to output a live HD production.

The OB system has been designed for maximum flexibility and easy expansion. The entire system is capable of accepting feeds from up to 20 cameras and external video sources. Within these sources, eight channels are synchronised HD/SD sources and 12 are asynchronous.

"For its new OB system, SZMG was committed to choosing the most advanced products available for performing HD/SD multi-format production and conversion. That's why Kahuna was such an ideal choice for the production switcher," said Jonathan Mortimer, sales director at Snell Asia/Pacific. "With Kahuna on-board, the new OB vehicle can handle all formats required for outside broadcasting with the flexibility and expandability to enable the system to grow and adapt in the years to come."