



3D Ready

Systems across Snell's award-winning product portfolio are 3D-ready and already being used to support 3D productions around the world. Equipped to support image processing, live production, automation, workflow control, and distribution within the 3D environment, Snell's 3D-capable systems allow broadcasters to leverage powerful, familiar tools in meeting the rising demand for 3D content.



snell



More information: www.snellgroup.com/3d-masters

Live Production

Discover the Kahunaverse and its range of scalable, future-proof live production solutions, incorporating the seamless integration of SD, HD and 1080p as well as handling 3D content with ease.

The new addition to the Kahunaverse is the Kahuna 360 - a revolution in live production that offers the most powerful feature set of any production switcher.



In live 3D production, Snell's Kahuna is the world's first production switcher to offer the capacity to handle stereo video feeds on a single mixer bus, as well as the advanced image calibration required to deliver a quality 3D experience to viewers.

Kahuna 360 breaks away from the tradition of fixed M/Es, fixed resources, and fixed formats, while supporting 16 simultaneous broadcast productions in a single mainframe – an industry first. By breaking away from conventional fixed configurations and in providing an approach that enables multiple branded outputs for any feed requirement, Kahuna 360 opens the door to greater creativity and efficiency even in the most challenging production environments.

Snell's proprietary Format Fusion 3 technology, built into Kahuna 360, supports any combination of SD, HD, and 3G/1080p inputs and outputs, seamlessly converting them to and from the required standards.

Snell's Morpheus automation system is currently deployed within a European 3D transmission center for 3D broadcast productions. As 3D content is taken to air, Morpheus offers advanced features, such as MediaBall™, that allow twin feeds for stereo video to be handled as single events for operations and traffic systems within the facility.



Automation

As a fully scalable solution, Morpheus Automation can seamlessly evolve from a single channel to a multi-channel, multi-customer playout solution, continuing to grow in line with demand. Based on format- and device-independent platforms, Morpheus offers a robust and resilient content-distribution mechanism that integrates seamlessly with new devices as they evolve to meet the demands of future services and delivery platforms. Flexible device management ensures that resources can be deployed dynamically where and when most needed. From its core database engine through to every automated device, Morpheus is designed for resilience and, where required, redundancy, thus ensuring the right content and its metadata will be in the right place at the right time.



Alchemist Ph.C – HD played a key role in the broadcast of the RBS 6 Nations Rugby tournament, and international broadcasters will be working with the system for yet another high-profile sports broadcast as they provide 3D coverage of the 2010 FIFA World Cup South Africa™.



Conversion & Restoration

The product of extensive research into the exacting demands of HD frame-rate standards conversion, Alchemist Ph.C-HD yields converted images of unparalleled quality and clarity so that even the most dynamic content is delivered with stunning detail, free from artifacts and virtually indistinguishable from the original HD input.

Alchemist Ph.C-HD has dominated motion compensated standards conversion for over 15 years. Powered by Snell's unique Emmy Award winning Ph.C motion measurement technology, Alchemist Ph.C-HD ensures high definition content can be broadcast around the globe in multiple high definition standards and formats without degradation of image quality.



Alchemist Ph.C-HD provides a complete one-box system solution that can easily integrate into any broadcast facility. It features the ability to convert between all commonly used HD broadcast standards and formats and has been architected to accommodate new standards as they emerge, thus future-proofing the investment of customers. Alchemist Ph.C-HD is also capable of cross conversion, upconversion and downconversion of the same and different frame rates, making it a truly universal conversion platform.

Control and Monitoring

The RollCall system provides control and monitoring capability for elements of the Snell product range with the addition of monitoring of third party equipment via SNMP, serial or GPI interfaces, where such equipment forms part of the system infrastructure. Examples of such devices include video servers, signal routers, character generators, display systems power management etc.

The Snell range of control and monitoring systems supports 3D production by enabling the management of parallel signal paths and, in turn, ensuring consistent processing for left and right video feeds.



Innovation in the Multi-Screen World

Snell is a leading innovator in the digital media market, providing customers with a comprehensive range of solutions for the creation, management and distribution of content. Snell's portfolio includes market-leading live production, modular infrastructure, conversion, restoration and routing products, providing cost-effective solutions ranging from SD to 3Gbps and 3D. Its software systems bring new efficiencies to media production and broadcast workflows with comprehensive automation, media management and control & monitoring solutions.