

## Case Study

# Kahuna™ Grows on 3sixtymedia



### Now with Three Switchers at its Manchester Studios.

#### The Customer

3sixtymedia, based in Manchester, provides studio production, location services, post production, and creative facilities for broadcast, film and commercial production throughout the United Kingdom.

#### The Challenge

The first time 3sixtymedia bought a Kahuna switcher was to use the system's unique ability to easily switch between SD and HD. The engineers liked the fact they could avoid using additional outboard conversion hardware and that Kahuna introduced a maximum delay of only one frame.

Then, in early 2007, when 3sixtymedia needed to replace an ageing vision switcher in the heavily utilised Studio 8, the choice was much easier: Snell's field proven Kahuna. After its successful installation, improved capability was needed to support live productions from the facility's Starlight Theatre, this was closely followed with a requirement to upgrade Studio 6. In each new case, it was the same choice.

#### The Snell Solution

3sixtymedia's Kahuna switcher systems feature a separate master auxiliary panel, six remote auxiliary panels, an 80-input option, and four channels of IMPAKT™ DVE.

The DVE feature allows operators to have access to a variety of powerful effects including spheres, slabs, zooms, warps, tiling, ripples, rolls and peels, fragmentation, lighting effects and corner pinning. All of these options are housed in Kahuna's 11-RU mainframe and require no additional connections or extra rack space.

Kahuna's vast flexibility and expansion capability has proven useful in 3sixtymedia's production studios. A key benefit being the ability to use the auxiliary panel for a second operator during complex shows. Using the extra panel, one vision mixer can cut the main show and a second can switch floor feeds and ISO records. A new micro panel, also used by the second vision mixer, runs a series of macros, switching different layers of keying

“Since our installation of the first Kahuna in Studio 12, we've heard nothing but positive feedback from vision mixers and production”

Paul Bennett

Director of Northern Resources for  
ITV Productions, a joint  
venture partner in 3sixtymedia with  
BBC Resources



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Also proving very useful is Kahuna's versatility in allowing macro-based remapping of every button on the control surface and panels. This means buttons can be programmed to perform tasks such as mixing two sources, selecting sources for a particular M/E bank, running a DVE move, controlling a disk recorder or any number of other time-saving actions.

### The Results

3sixtymedia's first Kahuna, installed in Studio 12, proved invaluable in the creation of television programs, such as Soapstar Superstar, Baby Ballroom and A Question of Sport. It has also boosted the facility's production capabilities, allowing 3sixtymedia to produce a second series of ITV Productions' Soapstar Superstar sister show, Bonus Tracks, as well as ITV's live daily show, Soapstar Superchef. The switcher also doubled the facility's future capacity to handle multiple formats in live production and when working with pre-recorded and archive material.

In the facility's Starlight Theatre, another 2 M/E Kahuna was added in 2007 to support ITV's Make Your Play and Glitterball. The new switcher handles both the studio output of the live programs as well the theatre's floor monitors.

3sixtymedia began using the Studio 8 Kahuna production switcher in the SD-only mode. The future-proof design of the switcher allowed operators to work initially in SD-only and then make a simple, user-installable upgrade to multiformat SD/HD operation when the studio was ready to shift into HD production. The strategy proved so successful that another 3 M/E Kahuna was ordered to perform a similar upgrade to Studio 6, the home of The Jeremy Kyle show.

In multiformat SD/HD mode, Kahuna users can mix existing SD camera feeds, graphics, handheld shots and archive footage directly into an HD production without the need to purchase extra HD upconversion equipment. Snell's FormatFusion™ technology allows operators to integrate SD sources into HD productions seamlessly, and vice versa, without the need for conversion.

For more information about 3sixtymedia, visit: [www.the-manchester-studios.tv](http://www.the-manchester-studios.tv).

