

## Case Study

# Snell Routers Drive Arena TV's Production of High-Visibility Events



**Sirius and Cygnus Routers are vital components in state-of-the-art production vehicles at leading UK OB company.**

### The Customer

The UK's largest privately owned Outside Broadcast (OB) company, Arena Television produces more than 1,000 hours of mainstream TV programming every year. The company offers state-of-the-art filming in standard definition (SD), high definition (HD) and 3D, and covers events for major broadcasters including the BBC, ITV, Sky, and Channel Five. Arena Television operates eight OB scanners and four VT trucks, all backed by a large and experienced staff. For more information, visit [www.arena-tv.com](http://www.arena-tv.com).

### The Challenge

Arena Television selected Snell to supply state-of-the-art routing equipment for its next-generation HD OB vehicles. Snell's Sirius and Cygnus routers provide high-performance, cost-effective routing for all incoming and outgoing video signals on-board Arena's VT6 truck since its commissioning and the technology has been chosen again for the company's new VT7 vehicle.

### The Snell Solution

In operation since 1988, Arena Television is a specialist broadcasting contractor offering U.K. broadcasters a full range of solutions for multi-camera coverage of large, outside live events. Arena's four Sirius and two Cygnus routers each provide up to 512x512 video and audio inputs and outputs, which offers ample room for growth as the company continues to expand its operations.

"Arena Television's routing strategy illustrates the versatility of our product line for meeting any type of outside production requirement," said Neil Maycock, chief marketing officer at Snell. "The Sirius units provide the large-scale, multi-format, expandable routing capabilities required for top-of-the-line HD productions, and the Cygnus routers offer excellent price-performance and versatility for large-scale 3G, HD and SD applications."



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### Cygnus Key Features

- Specifically designed for 1.5Gbit/s HD and 3Gbit/s 1080p
- 3GB/s capable cards route 3G,1.5G HD-SDI and SDI
- 576x576 in 26U (including redundant PSUs)
- 288x576 in 21U
- Dual redundant PSU
- Dual redundant controllers
- Control using Nebula or new Nucleus MCM based Controller
- Dual Ethernet (one per controller) 4 x RS485 ports, configurable as remote or panel ports
- Monitoring and alarms of PSUs, fans, controllers, all signal cards
- Four video references (all black & burst or HD tri-level) – allows clean multi standard switching
- Timecode input for pre-loaded timed switching
- Monitoring outputs – for input and output monitoring
- Exceptionally low power consumption

### Sirius Key Features:

- New - Now 3G capable - up to 256x256
- First and only large-scale router offering in-router A-to-D and D-to-A conversion, fully automatic & transparent to operators
- First and only large-scale router offering mix of AES, SDI, ASI and HDTV signal in one frame
- Modular architecture for up to 512x512 and beyond, in blocks of 8
- 8-channel I/O cards provide excellent size to mix & match analogue/digital, video/audio levels in one frame
- Internal control card provides comprehensive control without additional rack units or cost; plus supports SNMP and Ethernet
- Compatible with the Snell Aurora external control system

- Optional redundant hot-pluggable PSUs; Optional redundant internal controller
- Optional digital video and analogue/digital audio input and output monitoring

### The Results

Snell routers provided complex signal routing for the BBC's production of the 2009 Glastonbury Music Festival, operating in five Arena trucks and supplying main feeds for six BBC channels — including one HD and two interactive channels.

Also for the BBC, Snell routers have driven the world's first HD broadcast from inside the Buckingham Palace garden, the British Grand Prix, and the world's first HD transmission from Centre Court at Wimbledon.

"Snell, and Pro-Bel before it, has a well-deserved reputation for product excellence, reliability, and customer service. Based on our success with the Snell routers in VT6, as well as our excellent long-term experience with the Sirius, it was an easy decision to outfit VT7 the same way," said Peter Love, senior vision engineer, Arena Television. "The Snell routers offer the dependability and high-quality output we need to seamlessly produce large, high-profile events with complex requirements and many feeds."