

Case Study

Beijing Television Expands Capability with IQ Modular™ Infrastructure



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Snell’s RollCall™ helps network make adjustments and monitor the status of its broadcast system.

The Customer

BTV (Beijing Television) is a government-owned Chinese language television network in the People’s Republic of China. With its headquarters in Beijing, the network now operates ten primary channels.

The Challenge

As it approached an expansion to digital technology, BTV wanted a futureproof broadcast infrastructure that could easily adapt to rapid growth. It wanted a modular system that could handle conversion, processing, distribution and encoding. A comprehensive control and monitoring system was also required.

The Snell Solution

Snell’s IQ Modular system met BTV’s requirements for features, flexibility, reliability and built-in futureproof “intelligence.” IQ modules are ideal “bridges” to interconnect “islands” of broadcast technology no matter

whether analog, digital, high-definition or the most advanced file-based IT systems.

IQ modules handle analog and digital audio and video distribution, analog-to-digital and digital-to-analog conversion, video decoding and encoding, frame synchronization, audio conversion, subframe remapping, digital proc amp control, gamut legalization, and standards conversion for international program exchange.

The Snell RollCall Network Management System provides integrated monitoring and control capabilities of all IQ Modules.



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The Results

BTV expanded its digital infrastructure with IQ Modular equipment and RollCall control and monitoring. The system is proving easy to expand as the network adds new channels.

RollCall is successfully supporting BTV's extensively networked organization, yet providing a unique solution for each of BTV's independently managed operations. RollCall is being used to rapidly identify faults and access equipment from one or many points-as needed-on a local to national scale.

With the packing density of enclosures numbering 16 modules, there is room to add more cards to the structure as BTV expands, which IQ Modular's unique intelligence can handle without having to take the system off-line.

