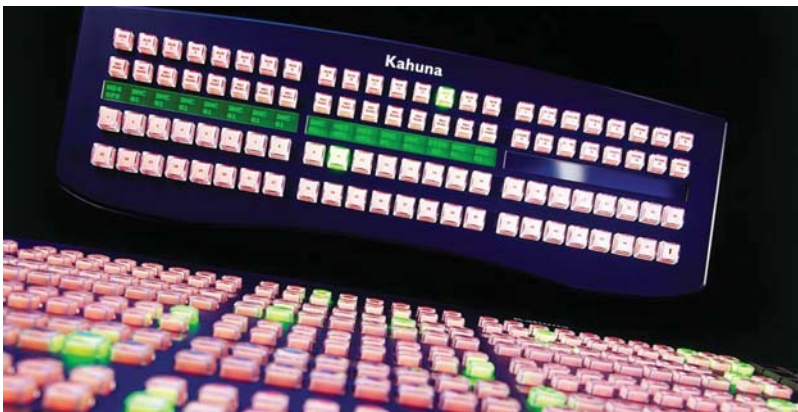


## Case Study

# Snell Multi-Format Switching Technology Provides HD & 3D Migration Pathway for Germany's Broadcast Solutions GmbH



**Broadcast Solutions places Kahuna at the heart of new state-of-the-art 16-camera truck.**

### The Customer

Broadcast Solutions GmbH is a system integrator and a sales and service partner for the German broadcast market. It specializes in the area of video-, audio-, network and control systems, as well as in the satellite communications sector. The company's core business is the customized design and manufacture of DSNG vehicles and Outside Broadcast (OB) vehicles. In recent years, Broadcast Solutions GmbH has designed and built more than 100 OB vehicles and several studio installations, as well as up- and downlink stations.

For more information, visit [www.broadcast-solutions.de](http://www.broadcast-solutions.de).

### The Challenge

Broadcast Solutions was selected by HD Broadcast GmbH, a service provider for the German television and film industries, to design and equip the first of a new breed of multi-format OB vehicle. Broadcast Solutions required an HD/SD multi-format production switcher to position at the heart

of its new 16-camera 3D/HD broadcast truck. One of the first vehicles in Germany to offer 3D production capabilities, the new truck features state-of-the-art 3D and HD production equipment and functionality designed to provide a smooth path to the latest broadcasting standards.

### The Snell Solution

The new vehicle is a 12-meter semi-trailer with a 1.3-meter full-length extension, two independent video production areas, and an audio control room. The truck includes two Snell Kahuna production switchers - one for each production area - in addition to a Snell Cygnus video router with 288 inputs and 528 outputs, and several components from the Snell IQ Modular infrastructure range.

Kahuna from Snell is the world's first and only true multi-format SD/HD production switcher. Thanks to a Snell technology called FormatFusion, Kahuna enables simultaneous SD and HD operations in the same mainframe and on the same control panel. This vastly simplifies the HDTV transition for broadcasters by eliminating the need for external HDTV up/down/cross-converters in the live production environment, as well as the cost and the signal path delay

“Many of our German customers are already mounting 3D sports productions, and we expect other entertainment events to follow soon,” said Stefan Breder, managing director of Broadcast Solutions GmbH. “Kahuna is truly unique in the market for its integrated ability to handle 3D switching in parallel with all other format sources including SD and HD, which offers a truly future-proof option for our clients. That is why Kahuna will always be our first choice for our truck projects.”



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associated with these products. Kahuna has the smallest mainframe, lowest weight, and lowest power consumption when compared with other large switchers, and it has been integrated with dozens of third-party products including routers, servers, automation systems, and controllers.

The Kahuna switchers support 3D as well as standard HD production, providing the ability to perform extensive corrections to stereoscopic 3D content all within a single M/E. Since Kahuna offers internal features for 3D image calibration, operators can easily make complementary adjustments to the left and right sources to correct any convergence issues.

### Kahuna Key Features:

- SD, HD switchable
- Familiar operational control surface
- Fully loaded DVE options with 3D effects
- Mix effects architecture with four keyers
- Scalability – change inputs, DVE capability, M/E power and multiple control surfaces as business grows
- Start with SD or HD only – software upgrade for multi-format functionality
- Outstanding operational reliability
- One, two, two-and-a-half, three and four M/E models
- Four full effects keyers
- Four utility buses
- Split M/Es
- Programmable outputs
- Dynamic M/E allocation

### The Results

Without doubt, 3D production is taking the broadcasting and film industries by storm, and service providers need to offer capabilities to help their broadcasting clients evolve their facilities smoothly and easily to the new format. Since Snell offers products such as Kahuna, which is unique in its ability to effortlessly incorporate 3D feeds into the production mix, the company is strategically positioned to help customers exploit the considerable business potential offered by 3D production and broadcast.

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