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## Case Study

# Quasar Solves HD Problem for CNBC

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### CNBC delighted with Quasar Ph.C.

#### The Customer

CNBC is a satellite and cable television business news channel in the U.S., owned and operated by NBC Universal. The network and its international spinoffs cover business headlines and provide live coverage of financial markets on a global basis.

The combined reach of CNBC and its siblings is in the region of 400 million viewers around the world of which 95 Million are based in USA & Canada. The CNBC investor network is headquartered in Englewood Cliffs, New Jersey where it occupies over 900,000 square feet, home to 3 large production studios and 3 control rooms which broadcast live 6 days a week.

#### The Challenge

CNBC needed to respond quickly to their customers demands for an HD service.

On investigation CNBC realised that they had two key issues,

1. It would cost around \$40M to upgrade the kit and infrastructure to HD
2. How would they find the time to upgrade as they are on air 6 days a week.

#### The Snell Solution

The easy to install Snell Quasar Ph.C enabled CNBC to broadcast their HD service without disturbing their daily workflow and without the need of intensive financial investment.

Quasar the world's first motion compensated HDTV upconverter integrates Emmy® award winning technologies to deliver the best ever high definition pictures.

“Quasar provides us with a beautiful opportunity to upgrade as now we can watch our cameras and control equipment depreciate and as it does so we can replace them piece by piece”

Steve Fastook  
Vice President of Operations



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### Features

- Enhancer - a sophisticated enhancement control means that even legacy formats look good in HD
- Gamut Legalizer - guarantees that all output is within legal limits making it suitable for the broadcast signal chain
- Color Space Converter - provides conversion from SD Rec. 601 to HD BTU709
- Aspect Ratio Converter - Allows sources to be reformatted with the most common options available as presets. Support for widescreen signalling enables seamless integration in the playout environment
- Closed Captions - handled and converted to ensure compliance with legal obligations
- Timecode - extracted and converted to both VITC and LTC

### The Results

Quasar gives CNBC a solution to solve their immediate issues by enabling them to upconvert their talent and bureaux cameras as well as their contribution feeds, add Hi Definition graphics then play out in HD.

This approach also allows CNBC to implement a planned and staged investment program for their migration to HD.

'Quasar provides us with a beautiful opportunity to upgrade as now we can watch our cameras and control equipment depreciate and as it does so we can replace them piece by piece' – Steve Fastook, Vice President of Operations.

It's not only CNBCs viewers who have noticed the excellent quality as Steve Fastook explains.

'My ' phone rang a couple of weeks ago and it was a producer of large scale commercials, and she wanted to know what kind of cameras I used in HD.

You can imagine her amazement when I told her that we were using standard def cameras and a Quasar Ph.C'

' We are thrilled with the Quasar Ph.C., It's a great device , makes great pictures, the price point is excellent and I would absolutely recommend it to anyone who wants to do this kind of stuff'

