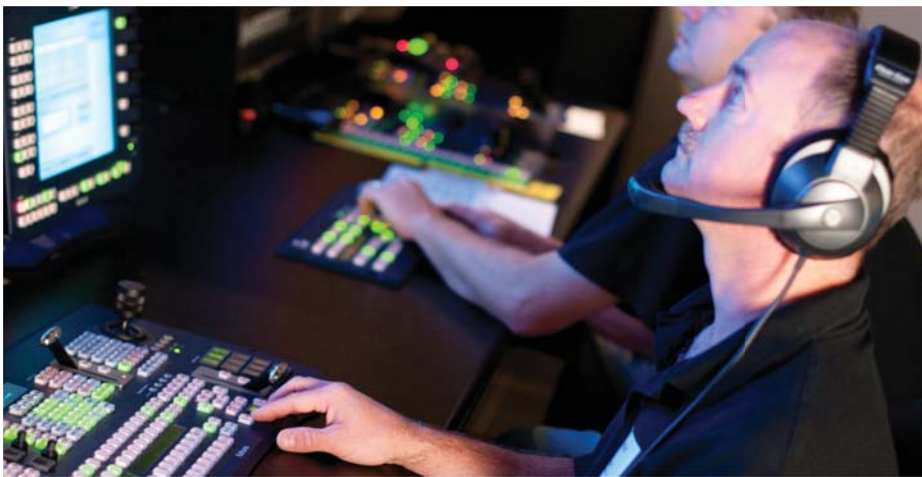


Case Study

Elevation Church Chooses Snell Kahuna for Simulcast of Services to Four Campuses



Kahuna provides switching of main feed to sophisticated point-to-point operation, bringing consistent message to worshippers in all locations.

The Customer

Based in Charlotte, North Carolina, Elevation Church began just over five years ago with less than 20 people. In that short period of time, the church has grown to more than 9,000 in regular attendance, seeing thousands of lives changed along the way. Pastor Steven Furtick leads Elevation Church with a strong vision and passion to see those far from God filled with life in Christ. Elevation Church meets at four locations across Charlotte every weekend, with 12 amazing worship experiences to choose from.

The Challenge

Elevation Church is a victim of its own success with many thousands of worshippers regularly congregating at four geographically dispersed locations in and around Charlotte, but only one pastor. The challenge was to create a point-to-point broadcast operation that enables the pastor's sermon to be simulcast to all four of the church's satellite locations.

The Snell Solution

Elevation Church is a great example of the many large houses of worship across the United States that are investing in extremely sophisticated production facilities in order to deliver their message to the widest-possible audience.

Led by Pastor Steven Furtick, Elevation Church chose Snell's Kahuna production switcher for its new state-of-the-art digital production facility housed at the main campus on Blakeney Professional Drive in Charlotte. During a typical Sunday service, worship leaders and musicians at each of the four church campuses begin the service with songs and prayer. With all four bands kept in sync using a click track system, the pastor's message is automatically simulcast to all four locations over a fiber IP link at the precise instant that the final lead-in song is completed.

The Kahuna is used in three ways at Elevation Church: to switch the main camera output to the encoding and master control equipment for the point-to-point broadcast, to feed the IMAG system for projection to large screens at the Blakeney campus, and to provide a clean video feed to tape for editing into programs for

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Brian Poole, Technical Director
Elevation Church



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later broadcast and also streaming to the Elevation Church website. Production engineers also use Kahuna for keying of graphics overlays including lower thirds, presenters' names, scripture references, and song lyrics that are projected over the IMAG system. In addition, engineers have programmed Kahuna to provide live feeds of the service to perimeter displays throughout the building.

Kahuna is the world's first true multi-format switcher. It offers simultaneous High Definition and Standard Definition operation in the same mainframe, with the same control panel. Even more remarkably, thanks to an advanced new pixel-filtering technology called FormatFusion, it allows users to integrate any SD material such as handheld camera feeds, graphics or archives into HD productions, seamlessly, without the need for up-conversion.

Instead of enabling operation in either SD or HD, Kahuna goes much further by eliminating the distinction between the two. Fully software upgradable, Kahuna, can be installed initially in SD-only or HD-only form and, when required, converted instantly to combined, multi-format SD/HD operation with no additional installation requirement.

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:

- Digital production switcher 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

"Kahuna delivers all of the advanced functionality of a broadcast-quality switcher in a highly flexible and extremely easy-to-use system that is far superior to the other production switchers we evaluated. Features such as the graphical user interface and the ability to record and re-use macros mean we can utilize our volunteer staff much more effectively, since many of them don't have technical backgrounds," said Brian Poole, technical director, Elevation Church. "Kahuna is a very important part of our ministry because it enables all four of our campuses to receive the same powerful message from our pastor simultaneously, while allowing us to expand our reach and serve an ever-growing congregation. .

"Kahuna brings a great deal of flexibility to our system by enabling us to map specific keyers to specific M/E outputs as we see fit. On one occasion, we had a projector go out during a Saturday night service - and I was able to use Kahuna to switch to another output and re-size the screen without affecting any other outputs on the switcher. In that case, the output flexibility was a lifesaver," said Poole. "Although we're a 100 percent HD operation, Kahuna's multi-format capabilities are still very useful for converting 720p to 1080i video to ensure the highest-quality, consistent output."