

Case Study

Euroson Uses Compact IQ Modular™ Components to Create Portable “Flypack”



Snell’s “smart building blocks” can be used to construct any kind of broadcast infrastructure.

The Customer

Euroson is a French company providing rental, sales, and consulting services for a broad range of clients in the European broadcast and production industry. The company, which has offices in Paris, Nice, and Toulouse, specializes in coverage of live entertainment, sports, and corporate events. Euroson is part of the Novelty group, along with Interpel, JLT, and VPS. Novelty has been providing event coverage to clients in France for the past 30 years.

The Challenge

To construct a new all-digital mobile “flypack” that be easily transported for use in live event production such as concerts and conferences.

The Snell Solution

Snell’s IQ Modular system—due to its extreme packing density—offers more features, flexibility, reliability and built-in futureproof “intelligence” in a compact space than any competing product. IQ

modules are ideal for mobile applications. They can 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.

Integrated RollCall™ control and monitoring allows easy manipulation of components through a single laptop PC or Rollpod™ control panel.

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Etienne Beaussart
Euroson, Manager of Video
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The Results

Euroson purchased a range of equipment from Snell for its mobile flypack. Joining two analog mobile studios already in use at Euroson, the new flypack unit includes 23 IQ Modular boards, a Golden DaVE SD1012 switcher, and the Kudos Plus™ TBS100 synchronizer/timebase corrector. The package is controlled by a Snell RollPod, a fully user-configurable control panel for interfacing to RollCall-enabled equipment.

“In our market, we must be competitive to attract new business, and Snell equipment offers a cost-effective solution that will help us to provide dynamic productions to this client base,” said Etienne Beaussart, manager of video technology for Euroson. “Snell solutions are user-friendly systems that offer very good quality at a good price point, and we have found the company’s local representatives to be very responsive to our needs.”

