

## Case Study

# First Baptist Church Moves into HD Age with Kahuna



**Multi-format switcher offers maximum flexibility in switching many different sources and formats to produce complex, visually rich worship productions.**

### The Customer

The First Baptist Church of Orlando, Florida was founded in 1871 with a congregation of 18. Today, the church is a dynamic force in the Orlando Christian community. In today's multimedia world, digital AV communications are an important tool, helping the church in its ministry and communicating with a large and loyal congregation of worshippers.

As well as providing content for live feeds to the church's website, the team is tasked with creating content packages for use by local and national TV stations and networks. For more information, visit [www.firstorlando.com](http://www.firstorlando.com).

### The Challenge

Serving an overall congregation of 15,000, the First Baptist Church hosts more than 6,000 worshippers in three different Sunday morning services at its 140-acre campus in Orlando. The media and communications staff produce a

live broadcast of the worship service for streaming on the church's website, and also edit the broadcast cut for later use in two television programs. In addition, they handle video production for a range of special events in the 5,500-seat worship center, ranging from musical presentations to conferences.

The First Baptist Church of Orlando was looking to migrate its broadcast workflow to high-definition production. A strategic decision within this process was the selection of a new production switcher. Besides providing a significant upgrade of the church's facilities from obsolete switching equipment, the right choice of switcher would offer the ability to handle a wide variety of SD and HD video sources and a high degree of flexibility for switching complex worship services and other programs.

Throughout this major investment program, the church was supported by systems integrator, Technical Innovations.

“For almost 50 years, our church has been facilitating, enhancing, and extending its ministry through broadcast television. That has meant evolving and continually embracing new technologies to create an exciting environment where people can meet God,” said Scott Link, pastor of media and communications for the First Baptist Church of Orlando. “And now, with Kahuna in place, we have begun our transition to HD broadcasting and can now offer our congregants an even more meaningful worship experience. Kahuna allows us to accommodate a wide variety of video presentations from live worship services to special concerts and other events, and to integrate an even broader array of media into our programs.”

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### The Snell Solution

In anticipation of its transition to HD production, First Baptist chose a 3-mix/effect (M/E) Snell Kahuna switcher complete with two control panels and an auxiliary panel, to replace 20-year-old equipment that had begun to fail.

For a typical weekend service, Kahuna is used to cut five camera feeds, three graphics sources (two of which are keyable), and up to four video playback sources. Two M/E outputs are devoted to IMAG switching, providing output to the large presentation screens from either live camera shots of the pastor and presenters, or outside video from both SD and HD sources. The third M/E is controlled by the broadcast director to produce the broadcast feed. Depending on the situation, the broadcast director and the IMAG director can access material from all three M/Es.

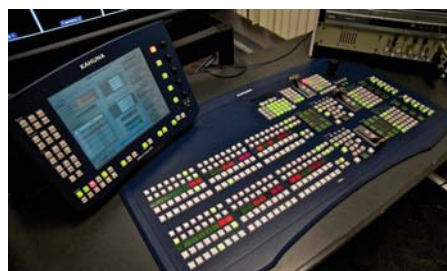
Kahuna from Snell is the world's first and only true multi-format SD/HD production switcher. Thanks to a Snell technology called FormatFusion, Kahuna enables simultaneous SD and HD operations in the same mainframe and on the same control panel. This vastly simplifies the HDTV transition for broadcasters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

### 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

A number of decades ago, the First Baptist Church was one of the early adopters of broadcast TV and radio as a communication medium. This latest project sees the organization return to the cutting edge of digital communications technology: this investment will support their ministry long into the future with superb quality HD communication capabilities.



“We rely on volunteer labor to accomplish our weekly service production, so we especially appreciate the ease at which Kahuna allows us to perform complicated switches with the touch of a button. Recently we needed to do one switch, which previously would have required a volunteer to hit 12 buttons in the right sequence, within about three seconds. Our Kahuna allowed us to preset very quickly and simply that entire switch to one button stroke,” added Link.