

## Case Study

# KLRN-TV Chooses Kahuna™ for HDTV Migration



### San Antonio PBS Station Takes Control of Its DTV Transition by Mounting Cost-Effective and Controlled Advance to Future.

#### The Customer

KLRN-TV (Channel 9) and DT 9.1, with studios in downtown San Antonio, provide public television services for a 30-county region in South and Central Texas. Licensed to the Alamo Public Telecommunications Council (APTIC), KLRN has been gradually upgrading to digital technology—purchasing high-definition studio cameras, HDCAM player/recorders, and an HD-capable broadcast server. Its broadcast operations include multicasting, with both SD service and an HD channel.

#### The Challenge

Having to work with limited resources, KLRN needed to bridge the technology transition between today's local production of standard definition programming with the future need to deliver HDTV to its viewers. With the expansion into multicasting, the station needed a more powerful production switcher that

would not only handle SD and HD video mixing, but that would expand with the station's needs as it moved into the HDTV production era.

#### The Snell Solution

KLRN purchased a Snell Kahuna, making this multiformat SD/HD switcher the centerpiece of its production infrastructure. Kahuna allows the station to support today's SD program creation requirements while setting the stage for a planned move into full HD production.

"As a regional PBS station, we don't have unlimited resources, so we have to invest in technology for maximum efficiency and return. We therefore sought a solution that would serve our needs in the short term and be able to handle SD or HD production in the longer term. Kahuna is that product," said Roy Flores, KLRN's director of production.

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"Kahuna was an attractive solution because it is the only product that offers simultaneous SD and HD output, which means we didn't have to purchase outboard up- or downconverters to output programming in the right format," Flores continued. "In addition to flexibility and cost savings, Kahuna gives us the freedom to work with different formats as we make our transition toward HD." KLRN uses its Kahuna not only as a live production tool, but for post production to improve the efficiency of routine station tasks, such as packaging HD station IDs that were previously completed in a linear environment.

### The Results

KLRN now multicasts four streams of programming on digital channels: 9-1, the digital version of its Channel 9 analog program service; 9-2, a combination of regular programming and HD in prime time; 9-3, award-winning PBS Kids programming; and 9-4, "The Learning Place," a schedule of programming for lifelong learners in formal or informal educational pursuits. In time, KLRN-TV will expand its services on 9-2 with additional HD programming, including locally produced content.

Kahuna's extraordinary flexibility has allowed KLRN to quickly adapt to new multiformat programming opportunities without disruption of its operations. "The system certainly seems to be as future-proof as anything available, and since we took it live, it has proved to be a logical, intuitive, and user-friendly system," noted Flores.

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