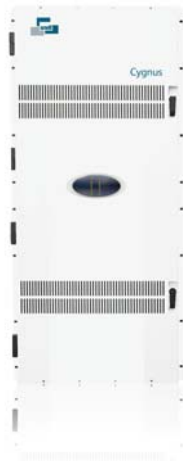


## Case Study

# UK's Lime Pictures Installs HD Cygnus Router at Heart of New State-of-the-Art Production Facility



**Snell router technology helps leading UK production facility migrate to High Definition with class and style.**

### The Customer

Lime Pictures is one of the UK's largest independent producers and is responsible for some of the best-known and popular drama on British television. Channel 4's *Hollyoaks* is produced on the company's ten-acre site in Childwall, Liverpool.

The company was formed in 1982 by Phil Redmond and originally known as Mersey Television, before All3Media's acquisition in 2005 and the name change to Lime Pictures in 2006.

In addition to its flagship output, Lime Pictures also has production teams working on a wide range of drama projects and development. The company has ambitious plans to increase output in the region's rapidly growing production sector.

### The Challenge

Lime Pictures has been working on totally new HD production facilities to handle its increasing HD output. With over 500 staff employed at its Liverpool base, this is a major production facility when regarded from any perspective. At the heart of the new HD production architecture, there was a need for a large-scale HD router to support and optimize workflow throughout the facility.

### The Snell Solution

After evaluating a number of rival systems, Lime Pictures selected Snell's Cygnus router. The 576 x 576 Cygnus Frame is equipped 132 x 144 leaving capacity for future expansion and is being used with the already-installed Aurora control system and associated panels from Snell.

Cygnus combines a compact form factor with the latest routing technology in a cost-effective package. It is 1080p 3Gbps native and offers up to 576 x 576 routing in a single 26U housing, including PSUs. There is also a 288 x 576 version in a 21U housing.

"The router is installed and working and we are now commissioning the tapeless production system that we have deployed. We have always found Snell's technology to be very reliable and that is a key reason that we have continued the relationship," Graham Deaves, former technical director and now consultant to Lime Pictures



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Features include dual redundant power supplies and controllers as well as four reference inputs for multi-standard operation. This allows for frame accurate switching at the correct point for multi-standard operation or simulcast HD/SD. Cygnus adds significantly to Snell's existing comprehensive router range, which covers all options from the very large to the very small.

### Cygnus Key Features:

- Specifically designed for 1.5Gbit/s HD and 3Gbit/s 1080p
- HD-SDI and SDI
- 576 x 576 in 26U (including redundant PSUs)
- 288 x 576 in 21U
- Dual redundant PSU
- Dual redundant controllers
- Control using Nebula or new Nucleus MCM based Controller
- Dual Ethernet (one per controller) 4 x RS485 ports, configurable as remote or panel ports
- Monitoring and alarms of PSUs, fans, controllers, all signal cards
- Four video references (all black & burst or HD tri-level)
- Timecode input for pre-loaded timed switching
- Monitoring outputs – for input and output monitoring
- Exceptionally low power consumption

### The Results

A broadcaster's HD migration is one of the most important evolutionary processes it will ever encounter. The skill with which the change process is managed and implemented will have a profound influence on the company's long-term

performance and profitability. For its HD migration, Lime Pictures called on Snell's support: as the saying goes, the proof of the pudding is in the eating.

Graham Deaves, former Technical Director and now consultant to Lime Pictures who worked extensively on the project, says, "We have used Snell routers for years for our SD productions. Approximately a year ago we introduced a small Sirius router from the company for HD work but when we started to move the whole operation over to HD we built a brand new CAR and completely new infrastructure so that was the time to put in a new, large-scale HD router. We have always found Snell technology to be very reliable and that is a key reason that we have continued the relationship," adds Deaves."

"We have always led the way when it comes to HD technologies and we are also pleased that our reliability has been recognized. That cannot be underestimated in the world of routing and control," says Neil Maycock, Chief Marketing Officer, Snell.

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