



Case Study

ANO Sports Broadcasting Selects Snell Routers and Kahuna 360 Switchers for 2014 Russian Winter Olympics



Snell technologies to provide state-of-the-art, future-proofed TV facilities at 2014 Winter Olympic Games.

The Customer

ANO Sports Broadcasting (Panorama) was founded as an autonomous non-profit organization by OJSC Channel One, FGUP VGTRK, OJSC NTV-PLUS and the RIA Novosti news agency on December 24, 2009. Russia's Deputy Prime Minister is the head of the Supervisory Board.

In March 2011, ANO Sports Broadcasting (Panorama) and the Administration of the Krasnodar Region of Russia signed a cooperation agreement covering the introduction and use of innovative television technologies at the forthcoming international sports events that will be based there.

The Krasnodar Region is the key region responsible for the preparation for the 2014 Winter Olympics. A number of sports venues and roads have already been built, many are

work in progress, and this year innovative television equipment will be installed at all the venues and facilities to provide HDTV coverage of 2014 Olympic and Paralympic Games in Sochi.

The plan is to train a local crew of creative and technical production specialists by the time the latest generation Outside Broadcast (OB) trucks and support vehicles arrive at each venue site.

The Challenge

Panorama's mission is to provide a national HDTV signal to enable millions of viewers in Russia to watch the Winter Olympic Games and the Winter Paralympic Games in Sochi in 2014, as well as the XXVII World Summer University Games in Kazan in 2013.



“Our most important supplier prerequisites were that the equipment be the state of the art and capable of staying abreast of the very latest developments in broadcast technology,” said Sergey Revin, deputy CTO at Panorama. “Both the Sirius and Kahuna product families meet these requirements, and we expect that the systems will also provide the reliability and flexibility critical for large-scale high-visibility events, such as the 2014 Winter Games. Furthermore, the Snell systems’ versatility and continued refinement will assure the ongoing value and utility of our investment.”

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The goal is to create a modern broadcasting complex that will provide TV, radio, internet and photographic coverage of Olympic events.

Panorama has purchased equipment for 12 separate Outside Broadcast (OB) vehicles (3 x 24-camera units, 4 x 16-camera units, and 5 x 10-camera units), seven DSNGs (mobile satellite earth stations), and a mobile master control room (MCR), which will be used to control complex multi-feed events.

In preparation for this event, Panorama will select and train over 1,500 TV specialists from all over Russia in their own multi-stage program for both resident and remote training in 27 TV specialties. After completing their courses, the best trainees will join the professionals engaged in trials of the equipment in various provinces of Russia by covering athletic, political and cultural events. The opportunity to cover the Olympic Games in Sochi will be their top reward.

The Snell Solution

This project is too large for any one technology provider to create an entire end-to-end solution. Panorama is in the process of creating a multi-vendor production platform where the most important pre-requisite for any supplier is that the equipment supplied is 'state-of-the-art and capable of keeping abreast of the very latest developments in broadcast technology'.

To date, Snell has been selected to provide its new Sirius 840 routers and Kahuna 360 production switchers for all of the vehicles that have been tendered for; this includes five 10 camera and four 16 camera OB vehicles. The tender process continues and it is hoped that Snell will be selected to provide router and switcher technology for three 24 camera OB vehicles too.

Kahuna 360

The latest addition to Snell's world-beating family of multi-format production switchers, Kahuna 360, is no respecter of tradition. It moves away from fixed M/Es, resources and formats in order to support multiple simultaneous productions that would require several rival brand switchers to provide the same level of support.

Kahuna 360 is the solution to future-proof flexibility, efficient and cost-effective broadcast operations, enabling maximum creativity and mission critical reliability.

Snell routers – Sirius 800 Series

The Snell Sirius 800 series offers a range of highly versatile router products, offering a wide range of powerful features designed to meet the needs of playout and lines routing facilities, medium and large outside broadcast trucks, and any installation needing a flexible, future proof, reliable and resilient routing system.

For this project, Snell selected the Sirius 840 due to its compact dimensions and suitability for integration within an OB environment.

The Sirius 840 consists of a 576 x 576 frame in a 26U format. No other external splitters or combiners are required. All frames feature redundant PSU, control and crosspoints for ultimate resilience.



Kahuna 360 key features:

- Digital production switcher SD, HD 1080p switchable, single link level A & B
- 3D stereoscopic
- 120 inputs, 64 fully assignable outputs
- 1 M/E to 6 M/E's with Make M/E™ technology, 7 keyers per M/E
- 3D DVE effects with linear and non linear effects
- On board clips store holding up to 71200 frames

Sirius 800 Series key features

- Mix and match different signal formats in the same frame:
 - Coax - 3Gbit & 1.5Gbit HD, SD, ASI
 - Fiber - 3Gbit & 1.5Gbit HD, SD, ASI
 - Audio – Embedded, AES & Madi
- 576 x 576 frame, with up to 96 multiviewer outputs in 26U (plus external PSU chassis).
- Optional 3Gbit, 1.5Gbit and SD Fibre I/O with CWDM wavelength transmitters and wideband receivers
- Redundant video and audio crosspoints
- Catsii status indication and connector location
- Extensive status reporting of input/output status and crosspoint health via Snell's Centra Control and Monitoring system or SNMP