

## Case Study

# Japan's Procen Studio Adopts Flexible Workflow with Kahuna™ Production Switcher



**Snell's FormatFusion™ enables premier Tokyo facility to service clients with both standard and high definition formats.**

### The Customer

Growing steadily over three decades from its roots as a small recording studio, Procen Studio is now one of Japan's most sophisticated post production facilities. Specializing in music and video post services, the company now offers audio services for video programming, editing of Japanese-dubbed works, and subtitling of wide range of content. Recently, the studio added new facilities for THX audio technology and high-definition video editing.

### The Challenge

A rapid transition to HDTV broadcasting is occurring in Japan. As a result, all non-linear post facilities have been presented with new challenges to transition to high definition technologies. At Procen Studio, a major portion of daily activities involve editing on-air programming and promotional videos, as well as the creation of dubbed/subtitled video packages and

mastering services for a core clientele consisting of film and video package distributors, TV stations and content creators. Procen Studio must accept content in both SD and HD, work with both formats within a single production and output masters to either or both formats.

### The Snell Solution

Procen Studio integrated a Snell Kahuna SD/HD multifORMAT production switcher into its operations so that it could have the ability to work in both SD and HD. The Kahuna switcher offered Procen's editorial personnel enhanced performance and flexibility, while allowing an easy switch between different formats.

Procen Studio chose a compact 6-RU version Kahuna for installation in an area that was formerly used to handle composite digital editing. Since Japan has a unique captioning rule that requires a significant number of captions, the Kahuna's optional IMPAKT™ 3D DVE effects package was added to use effects on subtitles and to move them within the display in very intricate ways.

"As we upgraded the suite using more conventional systems, we tested source materials on a variety of products from different manufacturers," said Mr. Manabu Higuchi, Associate Technical Chief at Procen Studio. "Not one switcher provided the features and performance we expected until we tried out the Snell offering. The Kahuna provides the versatility required by today's market."



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### The Results

Procen Studio uses its Kahuna in a variety of configurations - SD-only, HD-only and SD/HD, depending on client requests and the type of work required. With its integrated FormatFusion technology, the Kahuna easily handles conversion of original signals to the format needed for each production. As a result, engineers tend to leave the switcher connected to a VTR. Depending on the project, operators simply configure it specifically for the work at hand or use pre-made settings.

The Kahuna's 3D DVE capability has been essential to Procen Studio's ability to superimpose captions as part of effect functions. It can allow either two or four tiles on one channel and individual effects can also be added.

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Clients at Procen Studio provided "very positive feedback about the work we have completed with the Kahuna and we have benefited from its stress-free operation and smooth handling of SD and HD," Mr. Higuchi continued. "We have found it easy to incorporate the Kahuna into our company and our productivity has improved greatly as a result."

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