

## Case Study

# Italy's SBP Transitions New OB Vehicle to Multiple Formats with Kahuna™ Production Switcher Quality



**Snell's FormatFusion™ enables simultaneous SD/HD production feeds of live events.**

### The Customer

Italy's SBP - a leading European broadcast services company with offices in Rome, Milan, and Turin - provides event organization, fixed and mobile production services, post production, presentation, marketing, and other services to the European film and broadcast industries.

### The Challenge

To build a new, state-of-the-art mobile television production OB vehicle to accommodate the most demanding live coverage of major European events in simultaneous standard and high-definition resolutions. In addition to easily handling multiple video formats, this no compromise unit must offer maximum flexibility while delivering the finest image quality under any conditions.

### The Snell Solution

Kahuna is the world's first and only production switcher to enable

simultaneous standard (SD) and high-definition (HD) operations on the same control surface and in the same mainframe.

With FormatFusion technology, Kahuna enables the user to integrate any SD video including live cameras, graphics or archives into HD productions, seamlessly, without the need for upconversion. It also allows HD material to be incorporated into HD productions without the need for downconversion.

As demand for HD production becomes increasingly common, Kahuna provides optimal flexibility for companies like SBP. When there is a requirement in live sports and music events for SD and HD outputs of the same program material, Kahuna makes it easy and cost effective to output simultaneous SD and HD versions of any program feed.

Operators can use captions, graphics, handheld shots, and archives without having to worry about the compatibility of formats or standards.

“(Kahuna's) ability to handle both SD and HD formats simultaneously, without the need for any external conversion gear that might introduce delay or otherwise affect image quality, was a major contributory factor in our decision,” said Antonio Balsamo, SBP president and CEO.



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### The Results

SBP installed a Kahuna production switcher in its new 27-camera mobile HD production unit. The switcher is configured with two control surfaces, one 4-M/E (mix/effects banks) panel and one 1-M/E panel. M/Es can be allocated either to SD or HD sources, or mixed together on a single M/E.

The switcher's operational flexibility makes maximum use of all available M/Es by networking multiple control surfaces to different mainframes, allocating one mainframe to separate control panels, or operating in SD or HD as required.

The new Kahuna system in SBP's largest production vehicle is equipped with eight channels of 3D DVE effects, providing up to 24 separate SD or HD images that can be manipulated independently. In addition to having a dedicated FormatFusion engine, each M/E bank features four keyers capable of performing luma, linear, and chroma keying; five transition wipe generators; a still store and RAM recorder; RGB color correction; two utility buses; and DMEM capability.

The Kahuna's compact 11-RU mainframe - the smallest ever for a switcher with its capabilities - shaves weight and saves considerable space, power consumption and heat generation in the new SBP vehicle. Because no outboard converters were needed, the Kahuna's internal conversion processing resulted in remarkably low signal delay-an important issue in any complex mobile production facility.

The Kahuna production switcher was integrated into the vehicle along with HD cameras from Sony and a variety of routing and control solutions from Pro-Bel. Snell & Wilcox also supplied IQ Modular™ infrastructure components for the unit. SPB

vehicle designers were able to choose from among 300 intelligent component building blocks for the project.

"First-rate coverage of live concerts and other high-profile productions demands exceptional performance from the production switcher, and we feel the Kahuna gives our operators as much control over switching and conversion as is possible," said Antonio Balsamo, SBP president and CEO. "Its ability to handle both SD and HD formats simultaneously, without the need for any external conversion gear that might introduce delay or otherwise affect image quality, was a major contributory factor in our decision."

