

IBC to see whole new crop from Grass

by David Fox

At this year's IBC Grass Valley is putting forward what it believes is its "strongest line up of new products, especially in the live production area. We've updated nearly everything," said Ray Baldock, its vice president for marketing and technology.

He is particularly enthusiastic about the new Kayenne Video Production Centre production switchers. These integrate the most powerful features of its existing Kalypso and Kayak models with new advances that enhance high-end creativity and streamline HD production. Kayak owners will be able to upgrade to the Kayenne XL, which will enable many of Kayenne's new features.

These include: up to 96 inputs and 48 outputs in a single frame; six keyers per M/E (1.5 to 4.5 M/E per frame – giving up to 30 keyers); 20 channels of DPM, including a four-channel eDPM with two combiner outputs; Source Rules that associate keys with a source; a Device Control Module with jog wheel interacting with its Q-MEM cue library; and Define

E-MEM providing finer control of E-MEM effects.

The Kayenne has just started shipping, and first customers include VRT, Belgium.

It has also introduced a new, more affordable system camera, the LDK 3000, which uses the Xensium CMOS sensors developed for its Infinity camcorder. It is 1080i/720p switchable, with an option for film-style 25p. It should ship just after IBC.

The LDK 8300 3X HD Super SloMo camera, which was used in a European-only specification at Euro 2008 and the Olympics, is now complete and will work with any of the world HD standards. It is most notable for its Anylight anti-strobing technology.

"We also have a new high-end contribution quality codec. The ViBE EM3100 MPEG-4 AVC HD 4:2:2 encoder, which will fit with IP or any of the common transport standards such as ASI or DSB." Using MPEG-4 means that users will be able to get a higher quality picture at 30Mbps than existing MPEG-2 encoders offer at 50Mbps.

The EM3100 and matching iRD3100 decoder take up just 1RU each and boast very low latency (between 350 to 850 ms). The EM3100 has input switching redundancy, to carry a backup channel from another source to ensure that the broadcast stays on air if the main feed fails.

Also new is the EM3000, a distribution quality (4:2:0) encoder for MPEG-2 HD at lower data rates, which boasts improved quality thanks to Grass Valley's Mustang chip technology, as does a compact new MPEG-2 to MPEG-4 transcoder.

The Trinx NXT 3Gbps router, launched at IBC2008, has just started shipping. "We spent a lot more time than we anticipated refining the design," explained Baldock, due to the demanding nature of 3G. The NXT now more than meets the 140m cable equalisation specifications, "probably with the best performance of any router on the market," according to independent testing.

"3G is not a straight-forward implementation for a lot of people. There is a lot of care needed," he



Production centre: Baldock with Grass Valley's new Kayenne switcher

added. Indeed, many of the skills its engineers had developed for optimising analogue equipment were needed to get the most out of 3G.

The K2 Dyno replay controller and K2 Summit Production Server launched at IBC2008, have also just started shipping.

There are also several updates to its Edius NLE system, including new storage architecture and complete Edius/Aurora integration, new stand-alone shared storage for Edius, and the EDIUS XRE (eXternal Rendering Engine) server, which allows edi-

tors to render a project on the network to free-up their own PC. Also new is a plug-in to allow Final Cut Pro editors to use a K2 server or to join an Edius workgroup and share the same storage.

In the transmission area, there are updates to Grass Valley's Elite 10, Elite 100 and gap fillers to carry mobile TV services, as well as support for DAB, DAB+ and T-DMB services. Broadcasters can also choose between air- or liquid-cooled systems over the entire range.

I.D11

Exhibitor Q&A

David Pollack
President & CEO
Spacecom

Has IBC come at a good time for the electronic media industry? Why?

Every September the industry comes to Amsterdam just after the long summer to learn about the industry's trends and latest developments. Spacecom comes with great expectations to IBC 2009 where we will be introducing our next platform, the AMOS-5 satellite. Designed with digital media requirements in mind, AMOS-5 will be launched to a new orbital location over Africa (17°E), providing high power C-band and Ku-band capacity to the entire African continent with access to Europe and the Middle East. Demand



for satellite-based services continues to grow, and with more digital media applications entering the market, there is more need than ever for capacity. In the second half of 2009, Spacecom will continue to expand our

service offerings and build value for clients. For example, we are adding a fourth DTH platform to the AMOS satellite fleet and expanding the number of HD channels delivered on the fleet.

What do you think are the key developments in, or threats to, your market sector at the current time?

The financial markets have more or less stabilised, and we believe growth in the global satellite market will continue. On the services side, we are seeing an increase in HD content, which we are broadcasting, and as we approach FIFA's 2010 World Cup, we expect this trend to continue. With entertainment and communications driving the market, Spacecom is well positioned both technologically and business-wise with the right solutions for our current and future markets.

Why should delegates visit your stand at IBC?

Spacecom's biggest focus at IBC 2009 will be on AMOS-5, the next addition to the AMOS constellation, which will provide high power satellite broadcasting services to the entire African continent. We are already pre-selling capacity on AMOS-5 and look forward to commencing operational services in early 2011. Top management is at the booth, making the event a great opportunity to learn more about our longer term satellite programs and initiatives, such as the AMOS-4 and the AMOS-6 satellites. Currently, our business remains focused on Europe and the Middle East, and we continue to move forward with new programs and expand our reach into new markets, establishing our position as an emerging global satellite services provider.

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P+S's three new 3D rigs

by David Fox

P+S Technik will be showing four different 3D rigs at IBC, covering all kinds of applications and situations. Three of the systems are new, making their first appearance anywhere, and are claimed to be unlike any other such systems.

Also on show is the Weisscam HS-2 stand-alone highspeed camera with the DM-2 digital magazine and HU-2 remote control hand unit, in a highspeed set for live recording sessions; and new versions of its PRO35 and Mini35 image converters for new camera models.

The company is also showcasing new 16Digital prime lenses for digital cinematography, which are particularly suited to its SI-2k digital cinema camera system.

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There are many ways
to let your
on-demand services
grow



Scheduling & content lifecycle
for linear & VOD broadcasters,
Telco's & Platform Operators

MediaGenix