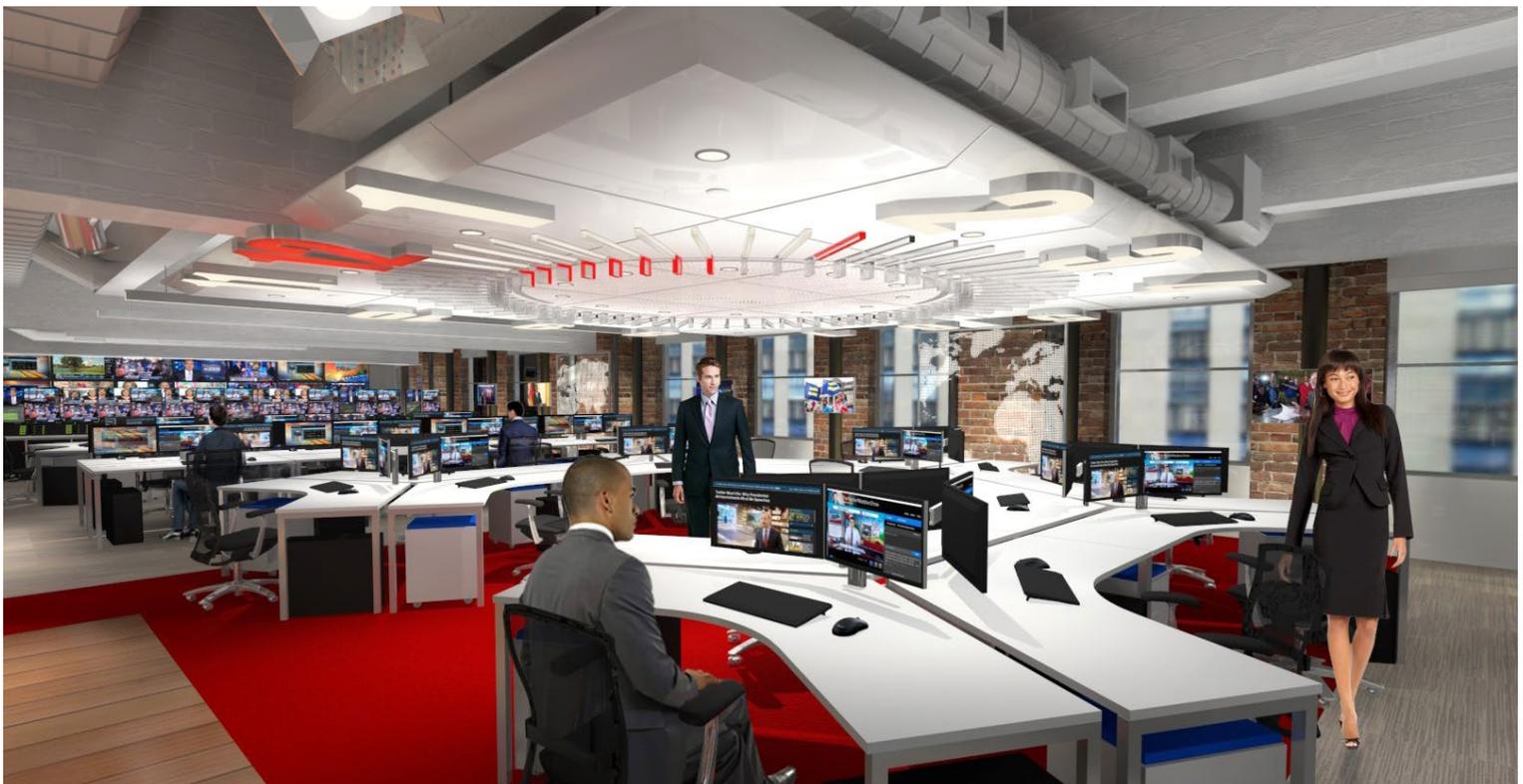


Case Study

On the Air with HDBaseT

The logo for PureLink, consisting of a blue arc above the word 'PureLink' in a blue, sans-serif font.

End Customer: Major New York City-based Broadcaster
Vertical: Broadcasting



About the End Customer

One of the oldest broadcast stations in the United States, consisting of a 24-hour cable news network, several additional sister outlets focusing on financial/business news, 13 owned and operated stations, nearly 200 affiliates in the USA and Canada, and two international channels in South Korea and Germany.

The Challenge

In an 18-month period, the broadcaster needed to transform their 12,000 square foot facility into a state-of-the-art multifunctional media center. The collaborative working areas and broadcast spaces required a modern and sleek design including video panels to accomplish a hi-tech integrated look.

The broadcaster required a system to meet the needs of a dynamic news network. In order to execute a variety of different segments for multiple broadcast and cable shows, the facility needed to be highly flexible to allow easy reconfiguration of the setup. The installation required a switching system able to bridge the SDI and AV for a seamless interconnection of the broadcast signals in the room.

A core feature element was a series of video walls in the main gathering space. Innovative and flexible technologies needed to be implemented to assure maximum interoperability, and to support 3G HD-SDI video walls and 4K UHD video signal processing.

The Solution

Video Corporation of America (VCA) integrators were commissioned to provide the most advanced Ultra-high-definition (UHD) video broadcasting technology and equipment. To switch any input signal to any combination of outputs and route multiple configurations simultaneously, they selected PureLink PM-128X PureMedia™ Matrix Switcher with 4K HDBaseT Input and Output Card for PM Switchers. Its cross-platform supports 32 I/O boards of numerous interface types, including HDBaseT, and allowed for seamless SDI and AV signal conversion within the same chassis.

Results

The facility incorporated the most flexible and simplest solution for a sophisticated digital AV environment. HDBaseT technology allowed for interoperability and easy integration of ultra-high-definition video walls, to achieve best possible speed, resolution, and versatility.

About HDBaseT

HDBaseT technology, powered by the Valens chipset, enables all-in-one connectivity between ultra-HD video sources and remote displays through a single 100m/328ft CAT6 cable or fiber, delivering uncompressed high definition 4k video, audio, USB, Ethernet, control signals and up to 100 watts of power.

To achieve the versatile studio expected, they installed two LED video walls, featuring moving trackable panels that could be configured in a variety of layouts for segments, standups and debriefs. By incorporating 4K HDMI/VGA to HDBaseT Transmitters and Receivers, the high quality LED video walls with large format interactive touchscreens seamlessly integrated into the entire infrastructure and transmitted signals on a single cable.