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# digitalstudio

BROADCASTING AND PRODUCTION IN INDIA

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IBC 2014  
TECH REVIEW

PREVIEW  
BROADCAST INDIA 2014



# IN THE LIMELIGHT

TOP CASE STUDIES THAT PROMISE TO GRAB THE  
ATTENTION OF THE INDIAN MEDIA INDUSTRY

6<sup>TH</sup> ANNIVERSARY SPECIAL

## IHSE USA

### How was your 4K DisplayPort Extender received by the broadcast community at the IBC 2014?

Our 4K UHD-KVM DisplayPort Extender was received with great interest, in particular its seamless compatibility with our HD based KVM matrix environment. A considerable number of visitors to the stand investigated the quality of 4K transmission achieved by the new 4K extender and gave us very positive responses.

### Can you share some of the big-ticket installations you had bagged in the last year?

One of the most impressive was the Videohouse OB truck, which was on display at IBC. It uses a Draco tera compact KVM switch to give staff direct access to servers and production equipment from their individual workstations. Operators can easily switch between source devices, such as the system control servers, character generators, rasterisers, EVS servers and SloMo devices by hotkey selection on the keyboard.

IHSE USA recently provided KVM switch systems to Game Creek Video, a premiere OB truck provider in the U.S. Systems were provided for the FX-HD, a five-truck fleet providing services to FOX Sports NASCAR; the Riverhawk and Spirit OB trucks supporting multiple sporting events for FOX Sports. Game Creek approached IHSE USA with the concept of using a KVM (keyboard, video, mouse) switch system to rethink the idea of an



▲ Dan E. Holland, marketing manager

“operators position”. Traditionally, seats were defined as operator positions with a specific mouse and keyboard attached to an EVS or video editing system. However, by integrating a KVM matrix switch into the mix, operator positions could easily become a simply workstation location anywhere in the unit.

### What are the some of the emerging trends in the KVM space for the broadcasting and post industries?

In recent years, the broadcast industry has seen a major shift to file-based video strategies for content storage, post production and playout. An alternative to distributed processing and networked file distribution is the directly-connected KVM switch. This is becoming very common in broadcast studios, post-produc-

tion houses and film editing suites. It is a method of dynamically connecting individuals to computing processes through a matrix in much the same way that a video router connects services to content in the broadcast transmission chain. KVM matrix switches have brought radical change to the broadcast industry and are set to continue doing so in the future.

### How do you plan to promote your product line in the APAC region?

IHSE USA is establishing several key partnerships in the APAC region and already has a well established office in Singapore. Staff there provides consultancy, sales, training and technical support to users in that region. We consider local representation to be a crucial requirement in the broadcast industry in which continuous operation demands highly reliable technology that is well-supported.

### What, according to you, are the factors that would drive the use of KVM solutions in Indian broadcast and post space?

A KVM matrix facilitates centralised content storage and application processing whilst allowing ‘local’ access by users. This divorces the user workstation from the processing unit which means that the number and location of workstations is related to the number of users, not systems. In the post-production environment product licences can be shared amongst users, rather than assigned individually and users can access the application from any location, so editing suites can be multi-purpose and assigned to the project as necessary rather than to the task itself. Flexibility and ease of use are crucial to the broadcast and post space throughout the world. India is no different. Everyone in this industry wants quality of product, excellent value and the highest reliability. This is what IHSE USA is all about. ■



▲ 483 Series DisplayPort extenders





# SIT UP AND TAKE NOTICE

The Broadcast India Show 2014, to be held from 15 – 17 October, 2014, at the Bombay Exhibition Centre, Mumbai, promises to be a must-visit show for the broadcast and infotainment industry.



ere's a sneak peek at what to expect from the show this year.

**1 Stop Cine Digital**, aerial video and photography specialists, will showcase professional film cameras, a wide range of rigs and HD camcorders in Mumbai.

**Active Storage**, storage leaders in the media and entertainment space, will showcase its easy-to-use and robust professional storage deployments.

**AJA Video Systems** will highlight the ground-breaking Cion camera, besides showcasing products meant for acquisition, editing, conversion and playback solutions.

**DynamicDrivePool (DDP) by Ardis Technologies**, shortlisted in the Storage category as a finalist for the IABM Design & Innovation Awards 2014, brings to you its fast, easy-to-manage, and cost effective high performance IP SAN storage.

**Aultra Lighting**, a pioneer in manufacturing studio, stage and auditorium lighting in India, brings to the Broadcast India Show 2014 their complete range of products, services and execution of TV projects like designing, acoustics, lighting grids, set lighting, lights, dimmers etc.

**Beijing Fxlion Battery**, a leading battery manufacturer in China established in 1997, will showcase their lithium ion battery for the broadcasting industry.

**Bosch Security Systems**, a division of Bosch Limited and the single largest supplier of security, safety and communication solutions in India, will exhibit its range of video products, access control, building management system, fire alarm systems, conference system and professional sound and critical communication systems.

**Boston IT Solutions India**, now in its 21st year as distribution partner for Supermicro Computers, will showcase Nvidia GRID technology powering 2D & 3D graphics applications within the virtualised desktop environments (VDI).

**Canara Lighting** will be launching and displaying their complete range of LED products for broadcasting application.

**Carl Zeiss** will present its the entire portfolio of Zeiss cine lenses: the high-end lenses Zeiss Compact Zoom CZ.2 and also the Zeiss Compact Prime CP.2 and SLR lenses. The company will also exhibit a servo unit meant for its CZ.2 lenses. The unit enables a comfortable zoom when the camera system is used on the shoulder.

**CDAC** will showcase its innovative solutions, introducing the interactive T-Learning framework process, managing and delivering educational content on television. They will also showcase the multilingual teleprompter.

**CDM** will display NewTek's newly unveiled TalkShow VS100, the video calling production system designed specifically for television studios and live event producers.

**Cmotion GmbH** is back at the Broadcast India Show 2014, with a range of wireless and cabled solutions. Whether you need a single motor wireless lens control system, or an advanced 3D configuration with lens data, Cmotion offers a world of possibilities.

**Datavideo Technologies India**, will launch the Datavideo TVS-1000 - a versatile, easy-to-use virtual studio system, aimed at web TV, news channels and production companies. Also on cards is a range of new products, such as 6-CH digital video switcher SE-2200 and HS-2200, portable CG solution TC-200 and its convertor DAC-70.

**Disk Archive Corporation** will announce a new storage expansion module which adds up to 720 Terabytes of storage to each ALTO providing up to 1 Petabyte in 13RU.

**Emotion Systems** will be at the Broadcast India Show 2014 for the first time and will showcase advances in their signal processing solutions for File-Based workflows and latest versions of eFF and Engine.



**Empress Media Asset Management, LLC** will be showcasing some of the recent innovative and user-friendly upgrades introduced in its flagship line of product: eMAM media asset management system.

**Etere**, a top company involved with end-to-end workflow solutions for the broadcast industry, brings its revolutionary MERP (Media Enterprise Resources Planning), a cloud-based platform for an efficient management of all kinds of media resources.

**FourPlus** will launch NewsWrap, an NRCS for converged media, and CIO|365, a BMS solution.

By implementing both LTFS and TAR formats across its multi-drive high speed LTO range, **GB Labs** will introduce a highly efficient and secure workflow concept that puts the user in control. The new LTO solutions expedite every stage of the content creation and archiving chain, thereby dramatically reducing data transfer times.

**G.L. Optics** will offer affordable, yet good quality lenses by re-housing photographic still lenses for cinema applications.

**Ideal Broadcasting** will showcase ChyronHego's latest upgrades, along with SoftCast Software and Yapku's digitisation services. They will also feature Barco's latest video wall technology.

**IHSE USA**, a global provider of ultra-fast and secure KVM matrix switch and extender solutions for broadcast environments and government agencies, will announce the expansion of their Draco Vario line with the VariCage 2100 enclosure supporting HDMI, DVI Dual-Link, or DVI Dual-Head transmitters or receivers in only 4RU.



**itSimple** will provide simple yet powerful Scalable ASG / Atempo Archival Solution for media organisations, with full LTFS support.

**Jebsen Industrial Technology** will be showcasing its new series of cine lenses for the film industry.

**Karthavya Technologies** will announce the launch of its next generation newsroom computer system, Blaze 2.0.

**Octopus Newsroom S.R.O.**, a mobile app, promises to be a true extension of the desktop-based client, allowing users not just to review stories, but to both create and edit reports using a standard mobile device.

**Panasonic** will launch its much anticipated VariCam, the star among professional cameras. The camera bagged rave reviews at IBC Show last month. Also on display will be Panasonic's new compact broadcast switcher - AV HS6000, the first 2ME model in



Panasonic's HS series. The company will also announce product extensions such as AVC Long GOP which is twice as efficient as MPEG2-GOP.

**Panther** will show the new classic plus dolly with patented Crab and Steer mechanism, as well as its U-Bangi-Slider system.

**Pelican Products**, will showcase the most diverse group of protective cases and transport containers for AV equipment, Pelican ProGear backpacks and its newest mobile device covers.

**PlayBox Technology**, will be running one-to-one demos of the latest developments and technology of their market-leading solutions, which include the ProductionAirBox and the CaptureBox PRO.

**Pond5**, the world's leading stock media player, will present the largest collection of royalty-free videos on the web as well as images, music tracks, sound effects, motion graphics template, and 3D models.