Putting Pictures to Work™ SNELL & WILCOX™

CASE STUDY

India's CNN-IBN News Channel Equips with IQ Modular™ Infrastructure

Snell & Wilcox "Intelligent" modules create scalable and quickly reconfigurable news facility backbone

"Snell & Wilcox has always come through for us, and its large range of IQ Modular systems provides us the reliability and efficiency we need for our daily operations," said Sanjay Sharma, TV18 vice president of operations.

The Customer

Television Eighteen India Ltd (TV18) is India's premier news broadcaster and the owner of CNBC TV18. The new CNN-IBN service builds upon TV18's newsgathering experience and CNN's extensive global news network to provide audiences with business and consumer news.

The Challenge

To build and launch an entirely new broadcast channel dedicated to real-time news programming. The new facility had to be scalable and easily reconfigurable to accommodate constant change. The project also demanded extrordinarily tight installation deadlines and quick equipment delivery.

The Snell & Wilcox Solution

Snell & Wilcox's IQ Modules offer 300 component building blocks to construct and easily configure any size broadcast infrastructure. Due to their features, flexibility, reliability and built-in "intelligence," IQ modules are ideal "bridges" to interconnect "islands" of broadcast technology no matter whether analog, digital, high-definition or the most advanced file-based IT systems.

IQ modules can handle analog and digital audio and video distribution, analog-to-digital and digital-to-analog conversion, video decoding and encoding, frame synchronization, audio conversion, subframe remapping, digital proc amp control, gamut legalization, and standards conversion for international program exchange.

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The Snell & Wilcox RollCall™ Network Management system, built into each module, provides integrated monitoring and control capabilities of the entire system. Users can comprehensively monitor the entire operation for all modules from a single PC.

The Result

CNN-IBN built and launched their new facility with IQ Modules. The installation used a wide variety of S&W components, including distribution amplifiers, audio analog-to-digital and digital-to-analog converters, synchronizers, and time-base correctors - all of which are intelligently linked through the Snell & Wilcox RollCall control and monitoring system.

"Whenever we implement a new project, we are under tight deadlines, and we need reliable product and manufacturers to honor our tight delivery schedules," said Sanjay Sharma, TV18 vice president of operations. "Snell & Wilcox has always come through for us, and its large range of IQ Modular systems provides us the reliability and efficiency we need for our daily operations. We have been using Snell & Wilcox products over the past 10 years, and it is the first company we approached when we planned to expand our offerings to include CNN-IBN."

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CS34 08/06 V1