



**Broadcast Pix**

# Reaching out with live video

## in Government Applications

Government studios are discovering that Broadcast Pix Slate integrated live video production systems create highly compelling live video, much more cost effectively and easily than conventional studios. Now, a single operator, with a limited budget, can broadcast a government meeting, or do training and other applications, with the same polish as network television, thanks to all of Slate's built-in capabilities. Engage the audience with graphics and animations. Do interviews with each person in his own DVE box. Even control robotic cameras right from Slate's panel. Slate is popular throughout town, city, county, state and national government levels; including state houses, the World Health Organization, U.S. Army, U.S. Air Force, Danish Army and Voice of America. Over 1,200 Broadcast Pix systems are now used in over 70 countries, by leading broadcasters, production houses, webcasters, stadiums and other live studios.

**"Never has anyone picked up technical directing as fast as they do with the Broadcast Pix system. They come in blind and within an hour they are directing a show."**

- Peter Zawadzki  
Executive Director  
Community Access Center, Watertown, MA



The City of Glendale Heights, IL

## Live Integrated Production System

### Features

- Production Switcher Classic program/preview layout, with 3 to 6 pristine keys, each with a DVE for Picture in Picture
- Multi-view monitor Unprecedented monitoring of program, preview, sources, clips, graphics, keys, file names, clocks, counters and tally
- HD/SD Clip Stores Up to 2 channels and 200 hours of QuickTime clips, plus animations from Inscrber, Aftereffects, ArtBeats, etc.
- Character Generator Broadcast quality Inscrber CG with animations
- HD/SD Graphic Stores 5 channels of graphics for CG, jpg, bmp, tga, png
- Multi-Definition Simultaneous HD-SDI 1080i, 720p, SD-SDI, Analog, DVI, VGA
- 16:9 & 4:3 Input and output both simultaneously
- Camera Control Control pan/tilt/zoom, presets and camera settings like white balance for Sony, Panasonic and Hitachi cameras
- Fluent Watch-Folders Streamline import of HD/SD clips and graphics from anywhere in your studio, even during a live production
- Fluent Macros Only Slate memories combine switcher with clip & graphic files
- CG Connect Connect a database to an on-air CG, to automate graphics
- Easy to Operate Much easier to learn and run than a conventional control room
- Strong Support Call production professionals at Broadcast Pix
- 3G 1080p Upgradeable Future proof. Easily upgrade to native 3G 1080p, the future of HD production

### Slate Models



Slate 100



Slate 1000, 2100, 3000



Slate 5000

**Create Compelling Live Video**

# Broadcast Pix Customers...

## City of Brea, CA

The City of Brea, California purchased a Slate™ switcher to be used to air the bi-weekly City Council proceedings live from a control room above the council chamber in Brea, CA. The Slate system integrates a production switcher, production control panel, Inscribe CG, clip store, and multi-view monitoring, among other functions, in a single workstation-based system. According to Senior Media Specialist, Scott Pettinger, having all control room functions built in to the Slate 2100 was a deciding factor. "When we were faced with this purchase decision, I thoroughly examined my options, visiting trade show booths and putting equipment through its paces, as well as talking to people already using the various systems we were considering," explained Pettinger. "The Broadcast Pix Slate provided absolutely everything we needed, making it a hands-down winner." In his role as Senior Media Specialist, Pettinger calls upon an extensive broadcast engineering background as well as years of technical experience. Pettinger said that the professional broadcast quality offered by Slate stood up to that close scrutiny: "It became clear to me that Slate was designed for professional productions. It provides us with broadcast-quality graphics, an easy to use soft panel, and touch screen all within a fail-safe configuration. **The switcher is very simple to use, offers multiple ways to switch and it literally makes novices look like pros.**"



Slate 2100

Brea, CA

## Voice of America (VOA)

Voice of America (VOA) in Washington, D.C. uses a Slate™ switcher. A second Slate is also in place at VOA's London facility. VOA is a multimedia international broadcasting service funded by the U.S. government through the Broadcasting Board of Governors. VOA broadcasts more than 1,500 hours of news, information, educational, and cultural programming every week to an estimated worldwide audience of more than 115 million people. The Slate switcher is being used to produce newsbreaks and remote inserts to enrich news of national, international and regional import for inclusion in VOA's recently expanded Persian TV broadcasts. VOA's round-the-clock operations already fully utilized staff and production resources necessitated a supplemental studio. The Broadcast Pix Slate, manned with a single operator, fulfilled those specific operational needs efficiently.

According to Steve Hocker, Senior Broadcast Engineer at VOA, **"The ability to broadcast a newscast complete with clips and have the same unit drive an audio board, clip store, and lower thirds, while being controlled by a single operator, was a very important operational benefit."** VOA plans to expand production of daily news inserts for Spanish language broadcasts to Latin America."



Slate 5000

Washington, D.C.

## Idaho State House

Idaho Public Television uses two Broadcast Pix Slate 1000 integrated digital production switchers to produce its new "Legislative Live" service covering Idaho Senate and House proceedings. This "C-Span-style," gavel-to-gavel coverage of the Idaho State Legislature is distributed as a public service via several different media platforms including over-the-air broadcast, digital cable, the Web, mobile phones, and audio podcasts. The powerful, compact design of the Slate 1000 was a critical consideration since the production control room is located in a 15x9 foot "closet" in the basement of the Idaho State Capitol building. The affordable, HD-ready, Slate 1000 packs the same functionality found in a room full of broadcast equipment—such as character generation (CG); digital video effects (DVE); still store; and a digital production switcher—into an integrated unit that only requires a single person to operate. "Our live coverage of the State Legislature in action is done with very high production values," said Jeff Tucker, production manager for Idaho Public Television. "We're able to produce this high-quality programming from the Broadcast Pix Slate 1000 systems and deliver the finished product to a variety of new and conventional media outlets. **Our "Legislative Live" service rests entirely on the Broadcast Pix Slate 1000 switchers, which have proven their capabilities and reliability.**"



Slate 1000

Boise, ID

## Douglas County Television, DCTV23

DCTV23 recently televised runoff election results live using the Slate system, something that could not have been done before. T.J. Jaglinski, DCTV23's Technical Director explains the process: "I created titles for the two runoff races and combined it with a live feed. We ran it through the switcher with our regular programming, shrinking it into a lower right-hand screen with a wraparound title. We also wrote a script so that it would alternate from title to title and I could update the results. In one night, our coverage went from government access channel style reporting results to something we'd see on a major news channel." **"We really loved the fact that with this upgrade, we weren't going to have to buy a separate camera control for the cameras; we'd get integrated clip store, integrated CG, and keying flexibility.** I especially appreciate the ability to adjust iris exposure, zoom and all other configurations with the presets. It allows me to input settings that automatically compensate for an area of the courthouse that is especially bright or dark." The all-in-one design and single operator configuration of the Slate provided a significant cost savings to DCTV23 when compared with the financial outlay involved in installing a legacy system. Separate components, according to Jaglinski, would have taken more time to integrate and require additional staff to operate. A two-person staff handles DCTV23's coverage of board of commissioners meetings, while the planning and zoning meetings are produced by a single operator.



Douglas County Television, GA - DCTV23