

Broadcasters create compelling live video very cost effectively on a Broadcast Pix Slate system. As a chief engineer at a leading CBS affiliate said, "This all comes down to being a one-man band. The integration of a clip store, still store and graphics makes it simple for one person to run the control room. And compared to building legacy HD control rooms, the Slate 5000 HD reduces equipment costs by as much as \$100,000 per studio because it integrates so many production elements into a single unit."

Slate is a live integrated production system, with switcher, HD clip and graphic stores, Inscribe CG, comprehensive multi-view, Fluent workflow software, aspect conversion, and multi-definition format conversion. Fluent streamlines production workflow by integrating video, files and data. Fluent Watch-Folders gracefully import clips and graphics from the rest of your studio. Slate saves 70% of the cost of a conventional control room, and saves even more on staffing, as a single operator can create compelling live video. Slate saves again when it easily upgrades to 3G 1080p, the future of HD production. Join over 1,200 studios, in over 73 countries that use Broadcast Pix systems.



*Slate 2100  
KHQ-DT, the NBC affiliate in Spokane, Washington*

## Live Integrated Production System

### Features

- Production Switcher Classic program/preview layout, with 3 to 6 pristine keyers, 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 Inscribe, Aftereffects, ArtBeats, etc.
- Character Generator Broadcast quality Inscribe 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**

# Broadcast Pix Customers...

## Turner Studios, a division of Turner Broadcasting



Turner Studios, a division of Turner Broadcasting System, Inc. in Atlanta, Ga., is now using the Broadcast Pix Slate™ 3000 integrated production system with Fluent™ workflow tools to produce an innovative “second screen” experience for sports fans.

Accessible via Web or mobile devices, live webcasts complement Turner Sports’ live NBA basketball and NASCAR coverage on TNT. While watching the live event, viewers can log on to “TNT Overtime” on NBA.com or TNT.tv, or “TNT RaceBuddy” on NASCAR.com or TNT.tv, and see additional HD camera views of the live action, as well as timely scores, stats, and exclusive interviews. The Slate 3000 is located within the broadcast TV compound, and its integrated router receives feeds from all of Turner Sports’ HD broadcast cameras covering the live event, as well as unique, dedicated cameras and coverage exclusively for broadband.

**“The Slate 3000 is a great solution for ‘TNT Overtime’ and ‘TNT RaceBuddy’ because it lets a single operator control all aspects of the webcasts, as well as up to five simultaneously streamed outputs, all from a single, compact system,”** said Bill Chapman, vice president of creative development/emerging technologies for Turner Studios.



## KHQ, the NBC affiliate



KHQ, the NBC affiliate serving the Spokane, Wash., market, launched a new local sports and weather secondary channel for they needed a cost effective way to produce local programming. The solution was a new 20-foot production trailer built around a Broadcast Pix™ Slate™ 1000 integrated production system. The secondary channel, SWX, has been on the air since January, but had its official launch on Aug. 30. Doug Miles, director of broadcast operations, called SWX a “hyper-local” channel, with coverage of regional hockey and arena football, as well as high school and college sports.

The new production trailer was designed by Advanced Broadcast Solutions in SeaTac, Wash., to run efficiently with a smaller crew. The main area houses the Broadcast Pix Slate, where the director/technical director switches the show and uses the Slate’s built-in multi-view to monitor the production on two LCD screens. Next to the director, the producer also serves as CG operator, while a third operator handles camera shading and instant replay duties. The front of the trailer has a separate room dedicated to audio with a Yamaha digital mixing console. Although the Slate can handle HD, SWX programs are produced in SD because the channel is broadcast in SD.



## WPFO-TV a Fox affiliate



WPFO in Portland, Maine struck up a relationship with WLOB-AM-FM, a local radio station with a popular morning show heard throughout much of the state. The partnership would allow WPFO to broadcast live news updates from the radio show over the local television airwaves.

The Broadcast Pix system offered several benefits over competitive live production systems, notably its amazing versatility. Still, the cost savings were tremendous; we immediately saved up to \$60-70K compared to traditional production switchers, not to mention the separate graphics and monitoring systems that would be required for a traditional production crew. Staffing costs were also reduced since only one dedicated operator was required to run the system.



## WLAE-TV, a PBS affiliate



WRAL has been a Broadcast Pix customer for three years, using its Slate SD platform for WRAL NewsChannel standard definition programming. According to Pete Sockett, Chief Engineer for WRAL-TV, cost-savings and single-operator approach of Broadcast Pix drove the decision to purchase Slate 5000 HD systems for his new studios.

***“This all comes down to being a one-man band,” said Sockett. “The integration of a clip store, still store and graphics makes it simple for one person to run the control room. And compared to building legacy HD control rooms, the Slate 5000 HD reduces equipment costs by as much as \$100,000 per studio because it integrates so many production elements into a single unit.”***