

# MicroVideo

## Microvideo, the failsafe key to major motor sports broadcasters graphics

Broadcasting to 527 million people across 58 countries, feeding 120 channels in 37 languages, from a full TV facility which is continually moved between 19 countries over 9 months of the year; this motor sports broadcaster can confidently be called unique.

The graphics for this system came from a well-known workstation, this provided amongst other things branding being seen by the 527 million viewers around the world and often included commercially important visual overlays, for instance host broadcasters' logos.

The problem is, workstations can generate their own issues, they are after all PC's, so a failsafe backup system was required.

Logos are normally supplied as small graphics files, logo generators take these files, convert them to their own specific format and then are available to be sized and positioned as required on the program stream. This requirement was somewhat unique, whereas most broadcasters and playout centres setup their logo once and then forget them, in this application there is a need to provide the host broadcasters' logo each time the show moves to a new host broadcaster. These logos need to be the correct colours, size and position. This could entail a great deal of work but Microvideo provided a much simpler solution, a simple screen grab (a screen grab is simply a snapshot of an SDI frame) of a



design Microvideo had the ability to quickly and cost effectively add the 'grab' feature to our Series 300 range which gave an old school solution to a modern HD broadcasting issue"

Used in conjunction with the Microvideo HDS 201s, the system provided a complete backup solution, maintaining the host broadcasters' logos even in the event of the output from the graphics workstation failing.

Microvideo provided a single box solution consisting of an HDG 300 logo generator, with a grab facility and two HDS 201s seamless 2 x 1 switches.



program stream containing the host broadcasters' logo using the HDG 300 guarantees the correct colours, size and positioning within a few seconds.

"Screen grabs were commonplace in logo generators many years ago but have largely been forgotten with everything being based on computer generated files" explains Ian Hudson Microvideo CEO "but there are times such as with this application, when it provides a quick and accurate solution. Because of our platform

The customer supplies many broadcasters in many formats, they need equipment that can meet the host broadcasters' requirements without being reconfigured and that will work despite being part of a facility that travels the world 9 months of the year, on and off jumbo jets visiting nineteen countries in the process.

Microvideo product has proven to meet and exceed the challenge.