

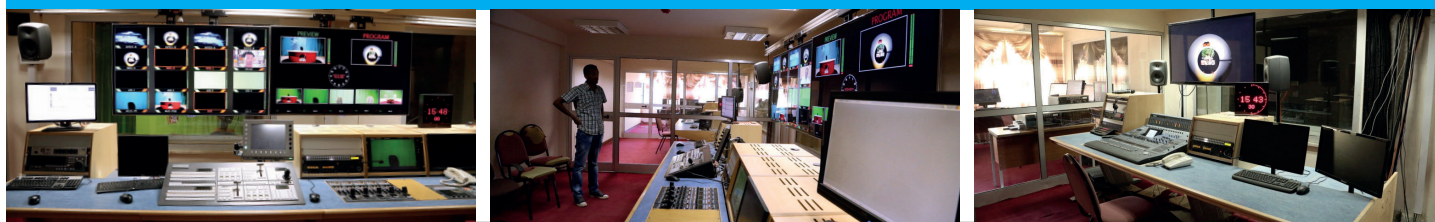
CASE STUDY



File-based HD production facilities for ORTV, Ethiopia

Client: Oromia Radio and Television Organization (ORTO)

Implementation: 2013



TECHNOLOGY PARTNERS



The client's challenge

Oromia Radio and Television Organization (ORTO) is the Mass Media Organization of the Oromia Regional State Government in Ethiopia. It operates one free-to-air Radio Station and one free-to-air Television Station, Oromia TV (ORTV). Base in Adama, ORTV has been on-air since 2006, providing a mix of regional news and entertainment programming.

In 2012, ORTO held an international tender to purchase equipment and services for new HD Studio facilities as part of the national analog to digital migration program.



The PBS Solution

ORTV awarded PBS the contract to design, supply and build three systems as part of the new HD production facilities: a studio, production control and portable production system with Outside Broadcast capability.

Our experienced team of solution architects and systems engineers designed and deployed a multi-vendor solution supporting a mix of SD and HD operations, integrating with existing SD systems and new file-based infrastructure from another vendor. From system design, equipment specification and procurement, system pre-fabrication and on-site installation to commissioning and training, PBS provided end-to-end project management of the system, ensuring for peace of mind for the client.

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Technical overview

The Studio:

The new studio facility featured five Panasonic HD Cameras all equipped with Autocue prompts and a complete set of 72 studio lights from ADB & ARRI, managed by a 120-channel control desk. To provide a high-end studio environment, News Reading Desks from Custom Consoles were installed along with three Showtex track cyclo curtains. The end result was a studio set aligned with ORTV's high expectations, which has transformed the channel's image to its viewers.

Production Control:

At the centre of production control, PBS deployed a Ross Vision video switcher, Xpression graphics and a 144 x 144 multi-definition router. The new system integrates to existing operations to provide both SD and HD output and by using P2 technology from Panasonic, the broadcaster has been able to make the transition from tape to an efficient file-based workflow. The delivered solution has transformed the channels programming capability and provided tools to enhance the creativity of operational staff.

Portable Production System:

Employing technologies from Datavideo, Panasonic and Vislink, PBS also delivered a complete cost-effective 'plug n play' portable production system, which integrates into the broadcaster's file-based workflow. Using this together with an existing flight-case system, ORTV can deploy its team, gather news and deliver it live from anywhere within the country.



BENEFITS DELIVERED

- A high-end studio environment to support quality production & enhance the channel's brand identity.
- A cost-effective migration path to upgrade from SD to HD, tape to file-based operations.
- An efficient file-based workflow to create & manage content - both in the studio & on location.
- An integrated multi-vendor system that has improved production capabilities, enhancing creativity & operator performance.
- PBS full-cycle project management, from workflow and system design, procurement, installation and training - for complete peace of mind.

"This system has elevated our capabilities as a broadcaster & we do believe that we're now ready to be part of the analog to digital migration."

Habtamu Dargie, Technical Director, ORTV

About PBS

Professional Broadcast Solutions (PBS) FZE is a technology integrator of broadcast & audio-visual solutions, serving Africa, the Middle East & Asia from our base in Sharjah, UAE. Established in 2009, we have a wealth of experience in the design & build of both small & large-scale AV installations, transmission & turnkey broadcast systems. Our clients - who include national broadcasters & government agencies - rely on our creativity, strong project management & engineering excellence to provide systems with maximum functionality & maximum serviceability.

Professional Broadcast Solutions (PBS) FZE, Warehouse P6-096, SAIF ZONE, P.O Box: 121595 Sharjah, United Arab Emirates

T: +971 (06) 5528693 | F: +971 (06) 5528694 | E: info@pbs-mea.com

pbs-mea.com