



# Broadcast Customers

Clarity rear-projection and direct-view digital displays provide exactly what is needed in state-of-the-art master control room environments.

**WHRO, Virginia.** Owned by 14 public school divisions, WHRO-TV serves 1.5 million public television viewers and 300,000 students and educators. The station recently completed a \$7 million technology upgrade in its transmission and master control center operations and is now broadcasting high definition signals.

The sophisticated multi-display wall in the master control center features two Lion digital displays to seamlessly integrate standard and high definition program monitoring. Operators can view up to 36 windows simultaneously for active monitoring of signal testing, alarm systems and other sources.

**WJLA, Washington, D.C.** The new production facility for WJLA-TV boasts the biggest and brightest monitoring environment in the Washington, D.C. area. Two identical news production control rooms featuring identical walls of three Lion displays, and a transmission control area with one Lion, allow the staff to actively monitor all incoming feeds and production elements for news broadcasts.

Creating the Lion wall was virtually plug and play, taking less than two hours to complete and saving tens of thousands of dollars compared to CRT installations. Avitech display processors drive the control room content displaying up to 64 inputs simultaneously in full SDI 601 native mode and up to 25 inches in size.

**“Clarity displays do a superb job of revealing the splendid detail of high definition television broadcasts.”** KEITH MASSIE, Chief Technology Officer, WHRO



WHRO  
Display: Lion  
Processor: Miranda



WJLA  
Display: Lion  
Processor: Avitech



WNED  
Display: Lion  
Processor: Miranda

**WNED, Buffalo, N.Y.** WNED-TV reaches two million regional PBS viewers and feeds local programming to the leading satellite providers in North America. To position the station for emerging opportunities in high quality programming, WNED embarked on a comprehensive facility upgrade plan that included a state-of-the-art master control room.

A display wall comprised of three Lion digital displays and a fourth Lion in the ingest area allow staff to monitor all standard and high definition content and feeds prior to airing. The operators can keep track of up to 48 sources – satellite feeds, server feeds and broadcast stream data – delivered by Miranda Kaleido image processors.

**“One look at the Clarity product and the plasma purchase order was torn up and thrown away.”** PHIL TITUS, Director of Engineering, KUED

**KBYU, Provo, UT.** As a part of a two-year digital studio upgrade, KBYU selected three direct-view 40-inch Clarity Bobcat displays to monitor various feeds and play lists in the master control room.

The master control operators simultaneously monitor a total of 16 different feeds including FM, NTSC, DTV, DISH, DIRECT, and streaming media signals for BYU Broadcast, using two Miranda processors. The new display configuration, mounted across the top of the master control console, is tilted at an angle to provide engineers and operators an overall snapshot of the network.

**NWCN, Seattle.** Northwest Cable News is a 24-hour TV news source for nearly two million households in Washington, Oregon, Idaho, Alaska, western Montana and northern California. The station’s steady growth led to new set construction in 2004 designed to capitalize on the very latest broadcast technology while also presenting viewers with a fresh, cutting-edge look.

Technology investments for the on-air set include the Clarity Bay Cat, a 46-inch direct-view LCD display that is used on a number of the station’s regular and periodic feature programs. A second Bay Cat was purchased for similar use on sister station, KONG 6. Station engineers chose the Bay Cat because of its large size, high resolution, brightness and image stability, and immunity to color drifting.

**“Everyone – producers, operators and engineers – can readily see exactly what is tallied at any second, and what the status is for each source that is needed for upcoming sequences in the newscasts.”**

MARK OLINGY, Director of Engineering and Operations, WJLA



KBYU  
Display: Bobcat  
Processor: Miranda



Northwest Cable News  
Display: Bay Cat