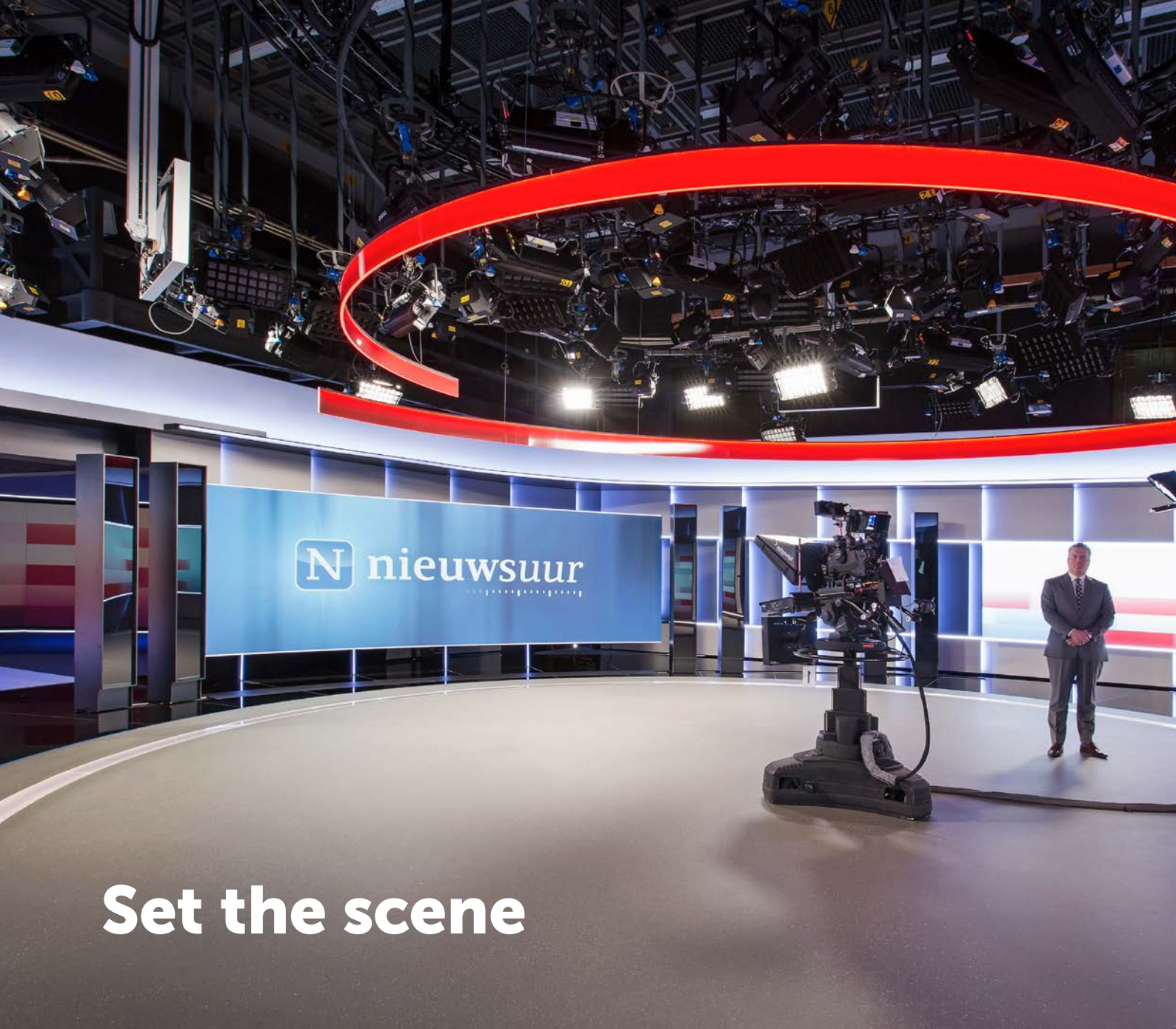


# On point, on air

Barco's solutions for television studios





# Set the scene

Almost 100 years after the introduction of television, it's impossible to think of a world without a seemingly infinite supply of on-demand video content. Viewers are served with a rich palette of television shows, news, series and movies; available on a wide range of (online) channels. Content production is booming business. This also means studios should step up with engaging productions that manifest both distinctiveness and professionalism to make audiences tune in, every day again.

## Memorable and repeatable

Offering the audience an ultimate viewing experience with breathtaking television shows and high-quality live news broadcasts, that's the ambition of every television network. Creativity is key, but the premium technology translating your creativity is equally important.

Narrating unique stories with detailed digital decors, creating fictional dreamworlds where everyone wants to escape to. Presenting the latest sports news to your viewers with a

dynamic background conveying the feeling as if they're sitting live in the stadium.

That's what grabs the initial attention of channel-surfing viewers. That's what sets the scene for lasting impact. Outstanding visualization at the basis of outstanding productions.



When looking for a first-class backdrop solution for our studio, Barco came out tops, on account of its exceptional quality and services.

Binoy Varughese Kalayil,  
Enterprise Electro Mechanical Division



## Engage and inform

People retain visual information better than any other medium, and images also allow us to connect on a deeper level with your message.

Studio visualization really enables you to engage and inform audiences in the best possible way.

Relying on the right backdrop technology is extremely important for your production's credibility and overall success.

## Lights - camera - action!

Now, there are some things to consider.

As production time is extremely valuable, backdrops should be easily adjustable - upon installation and over time - as studio's set-up evolves and lighting changes.

The human eye sees differently than a camera. The right backdrop delivers on-air perfection with flicker-free uniform images consistently.

And when the primetime action is there, you want backdrops that don't fail, giving your technical staff the peace-of-mind to fully focus on the broadcast.

Barco's reliable visualization and processing solutions guarantee a flawless process for years to come and enables creative freedom, day after day. Combining stunning content with future-proof and cost-effective technology.

# Our solutions

Barco has a long-standing leading position across the entire visualization chain with battle-proven and certified technologies in LCD, LED, image processing, projection, etc. With our vast experience in a rich variety of market applications such as visitor attractions, large auditoria, control rooms and many more, we know how to enable you to deliver productions that inform, entertain and connect, today and tomorrow.

## VIDEO WALLS

The camera loves the **consistent image excellence** of our LED and LCD backdrops. Their accurate brightness and color representation under wide viewing angles, enable broadcast directors to change the camera position at any time. They excel in reliability, maximizing the satisfaction of not only your viewers, but also your production crew. A **worry-free** process for everyone involved.



- The best viewing experience even in ambient light conditions
- Space-saving solution with curved options to meet all design considerations
- Optimized serviceability processes and automated calibration systems for ultimate ease-of-use

## SCREEN MANAGEMENT

A Barco backdrop with a Barco image processor is a winning combination. Their **modular and flexible architecture** with growing feature set, support a wide variety of show configurations. And the cutting-edge scaling capabilities ensure **pixel-perfect results** on all your displays.



- Uncompressed real-time processing with market leading lowest latency
- Smooth content transitions without hick-ups
- Total peace-of-mind with improved uptime and efficient monitoring
- Interoperability with 3rd party switching systems

Looking for a new backdrop to star in your next production?  
Go to [www.barco.com/television-studio](http://www.barco.com/television-studio).

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ENABLING BRIGHT OUTCOMES

**BARCO**