

# QUANTEL *is* BROADCAST

## QUANTEL’S NEW GENERATION PRODUCTS ARE NOW THE NUMBER ONE CHOICE WITH BROADCASTERS.

The reason is simple: Quantel systems are helping broadcasters around the world to win and retain audiences while making huge efficiency gains and cost savings – all in a fiercely competitive media environment.

Quantel systems can do this because they offer a totally new, open-standard, affordable approach that produces a completely joined up production environment for journalists, producers, managers, editors, designers and archivists – in fact, everyone involved in making programmes.

The current Quantel broadcast product range is third generation – based on more than 10 years’ real-world experience in server-based production environments. The lessons learnt have produced systems which are now faster, lower cost, more efficient, more capable, more integrated, more scalable, HD futureproof, totally open and internationally proven. Quite simply, they are more advanced than anything else on the market.

And at this year’s NAB, the Quantel broadcast product range has grown yet further. ‘News to Go’ with Newsbox. Advanced graphics management and playout with Picturebox sQ. A host of new facilities and capabilities for the sQ server. And of course, the return of the legendary Paintbox.



## NEWSBOX...

### PRE-PACKAGED, INTEGRATED NEWS PRODUCTION SYSTEM – \$199K!

INTRODUCED AT NAB IS ‘NEWS TO GO’ – A BRAND NEW CONCEPT BASED ON A BRAND NEW PRODUCT – NEWSBOX. NEWSBOX IS A RANGE OF SERIOUSLY AFFORDABLE, PRE-PACKAGED INTEGRATED NEWS PRODUCTION SYSTEMS.

Never before has such a potent combination of capability, power and efficiency been available off-the-shelf to broadcasters. The pre-packaged approach of Newsbox ensures that server-based production need no longer be regarded as a major systems purchase. Now with Newsbox, every broadcaster can match the look and speed to air of even the largest stations.

#### Experience counts

Newsbox is a convenient, self-contained unit that comes with all that is needed to ingest material, view rushes, choose shots, edit stories, review finished pieces and play them out to air. Its common progressive user interface and toolset are exactly the same as all the sQ systems from Quantel that are powering the news operations of some of the world’s greatest broadcasters.

#### Self automation

New ingest and playout automation from Quantel completes the Newsbox package, making it in effect the world’s first self-automating server. The Newsbox difference comes in the packaging of the server, which has been re-engineered to bring a new level of compactness and affordability – a complete and very powerful, one-stop news shop from just \$199K. Now every broadcaster, no matter what their market size, can benefit from the magic of the Quantel news workflow.

#### On the road

‘News to Go’ has a second meaning – and a second application for Newsbox too; Newsbox can literally take news on the road. A complete Newsbox system can fit into two 24-inch flightcases and can be up and running on location in a couple of minutes.

“Since Newsbox comes completely pre-configured with standard cables, computers, a switch and the server itself, it can remove the risk of stepping into the world of server based news production systems. In fact, we would aim to have a customer up and running in a matter of hours,” says Joe Torelli, Quantel Director of Broadcast Applications. “And while the system may be pre-packaged, what it can do for the look of news output is anything but off-the-shelf. Newsbox puts every broadcaster on the same playing field as the majors.”

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### ESPN – HD SPORTS UPDATE

When ESPN went on air with its nightly flagship SportsCenter programme in HD last June, the move to HD in the US quickened its pace noticeably. In September, ESPN followed on with the Monday night NFL Countdown programming in HD, and this month is adding Major League Baseball to the HD roster.

All of the highlights programming is put together in ESPN’s state-of-the-art Digital Center in Bristol, Connecticut – with a staggering 68 Quantel sQ servers with over 6000 hours of storage at its heart, and a multitude of connected Quantel editing stations to package and get the highlights to air in the shortest possible time.

ESPN also of course continues to service many millions of viewers with standard definition sets too, and the Resolution Transparency™ that is a fundamental building block of Quantel sQ servers means that it is easy to convert between SD and HD formats and to output both simultaneously.

“We don’t have to edit twice, once in SD format and once in HD format,” says Chuck Pagano, ESPN Senior Vice President of Technology and Engineering Operations. “We shoot in HD. We store in HD. The only thing we have to do when we shoot in HD is protect the centre of the frame for the 4:3 format so that we’ll be safe when the signal is down-converted.”

## PAINTBOX IS BACK!

MAKING ITS U.S. DEBUT AT NAB 2005 IS THE NEW PAINTBOX. THAT’S RIGHT, THE LEGENDARY BROADCAST GRAPHICS SYSTEM IS BACK AGAIN – ON AN ALL-NEW PLATFORM

Boasting dedicated, rack-mounted Quantel hardware, Paintbox will allow designers to produce better graphics at greater speed than ever before.

Hardware though can only take a machine so far. The true key to Paintbox’s ability, and its lasting reputation, lies in its supremely ergonomic interface that designers find genuinely intuitive. Featuring a UI developed and refined during two decades at the forefront of broadcast graphics, tools are exactly where they’re needed – not hidden behind layers of drop down menus – while a pen, tablet and hand unit interface allows for rapid, two-handed operation.

This all means that designers can work the way they want to, instinctively, not simply the way a manufacturer tells them.

Couple these sheer performance advantages with an industry-leading toolset in use at all the world’s leading broadcasters, not to mention hundreds of integrated plug-ins, and in the pressure-cooker situation of working close-to-air, nothing else matches Paintbox. It’s as simple as that.

Paintbox is available in three versions, all of which feature the same award-winning UI and toolsets: Paintbox itself – the SD workhorse; Paintbox gQ – featuring additional Quantel hardware for full-on HD; QPaintbox – software-only release, ideal for assist stations.







# THINKING BIG IN TEXAS

“NEWS IS WHO WE ARE, WHAT WE ARE AND WHAT SUPPORTS US. OUR VIEWERS SIMPLY EXPECT KWTX TO BE THE BEST,” SAYS KWTX/KBTX VICE PRESIDENT/NEWS, VIRGIL TETER.



“OUR STAFF TOOK TO THE QUANTEL EDITING INTERFACE IMMEDIATELY.”

With a potential audience of 310,000 television households across Waco, Bryan, Killeen and Temple in central Texas, KWTX recently faced the classic dilemma of matching sky-high viewer expectations with realistic equipment budgets in its drive to replace its aging tape-based news production technology with a server based system.

“One of the key objectives we wanted to hit with the new system was to be able to quickly and efficiently freshen up video from

show to show, re-editing stories quickly and efficiently,” says KWTX General Manager, Rich Adams.

KWTX looked in depth at all the integrated news offerings on the market before choosing the Quantel sQ system. “It is much closer to being a ‘newsroom system in a box’ – a real integrated news environment that would be easy for everyone to learn and use,” continues Adams. “Our staff took to the Quantel editing interface immediately.”

KWTX’s sQ system is spread across three locations – the main newsroom in Waco supporting upwards of 30 staff is centred on two sQ servers with multiple browse and craft edit stations, KBTX in Bryan with a single sQ server with several browse and craft edit stations, and two sQedit systems in the Killeen bureau. All act as if they are one big ‘virtual newsroom’, connected by KWTX’s innovative, home-developed 5.8GHz three-hop microwave link.

The system has now been up and running for several months, and KWTX is clearly very happy with its bold foray into the world of integrated production with Quantel. “We’ve begun to grow our audiences again,” reports Adams. “In particular, we’ve re-captured the elusive young male viewers with fast moving video and lots more sports.”

## SAPPORO TV GOES sQ FOR HD

LEADING JAPANESE REGIONAL BROADCASTER, SAPPORO TELEVISION, HAS ORDERED AN sQ SYSTEM FROM QUANTEL TO FORM THE CORE OF ITS NEXT-GENERATION NEWS PRODUCTION AND PLAYOUT FACILITIES AS IT PREPARES TO MOVE INTO HD BROADCASTING.

The system will be centred on two sQ HD servers with a total of 12 HD I/O ports and 60 hours of HD and browse storage. There will initially be five sQView desktop editing applications, with craft editing handled by two sQedit Plus HD editors and four of Quantel’s high-end eQ systems.


Sapporo Television chose the Quantel solution after looking in detail at several manufacturers’ offerings. Sapporo’s Broadcast Engineering Manager, Mr Watanabe, says, “We included our editors and playout staff in the selection process because the time between ingest and playout to air is such a critical matter in news, and they needed to be fully behind the eventual choice. They all found the Quantel interface easy to use, whether they were from a linear editing background or only familiar with other non-linear systems.”

## IT’S AYE AYE FOR iNEWS AND sQ

Quantel and IBIS have developed technology to allow seamless integration between Quantel sQ production systems and Avid iNews equipped newsrooms.

Achieved via innovative IBIS process management software, the level of integration between the iNews and Quantel environments is – according to one prospective customer who has seen it in action – the deepest seen anywhere in the industry.

Based around a dynamic MOS gateway, the two systems are locked together at the most fundamental level, and act as if they are both effectively part of the same system.



# sQ

## a revolution in technology

## a revolution in news

Quantel sQ is the market-leading news system – worldwide

A Quantel sQ news system is as big or as small as you need. Journalists and editors love it. News directors value the freedom it brings. It gets late-breaking stories to air in record time. And best of all, it makes compelling financial sense. The Quantel sQ revolution is coming to a station near you. Get the latest news at [www.quantel.com](http://www.quantel.com).

sQ *is* news™



# sQ MOVES UP AND DOWN AT NAB

- NEW BIGGER sQ ANNOUNCED FOR LARGER INSTALLATIONS
- NEW SMALLER sQ INTRODUCED FOR GREATER FLEXIBILITY
- ZONING LAUNCHED FOR MULTI-SERVER MANAGEMENT
- SPLIT REMOTE FOR REMOTE WORKING
- NEW HIGHLIGHTS FACILITY FOR SPORTS PACKAGING
- SELF AUTOMATION WITH sQRecord AND sQPlay

Since their launch just three years ago, Quantel’s sQ news and sports production systems have become the number one choice worldwide when broadcasters make the move to integrated, server based production systems. The sQ customer list ranges from massive organisations such as ESPN and the BBC on the one hand to CNBC Arabiya in Dubai and KWTX in Waco, Texas on the other.

The reason is simple – sQ systems get the news and sports to air faster and more reliably than any other system. Journalists and editors love the progressive, easy to master user interface; news directors value the freedom sQ brings; and sQ systems are totally scalable, making compelling economic sense whatever the size of the station.

Underpinning the success of the sQ concept are several unique Quantel technologies. ISA™ (Integrated Server Architecture) locks together all broadcast and browse material across multiple servers under a single database, greatly simplifying automation and asset management. Frame Magic™ guarantees the security of edited material and massively simplifies media management. Resolution Transparency™ means sQ servers can handle SD and HD material and I/O simultaneously. Finally, Delta Editing™ means edited packages get to air in the shortest possible time. Quite simply, sQ *is* news.



“sQ SYSTEMS GET NEWS AND SPORTS TO AIR FASTER AND MORE RELIABLY THAN ANY OTHER SYSTEM.”

## NEW PICTUREBOX sQ LAUNCHED THE PERFECT PARTNER FOR PAINTBOX

DEBUTING AT NAB, PICTUREBOX sQ IS THE LATEST ADDITION TO THE WORLD-LEADING sQ SERVER RANGE AND PROVIDES AN INTEGRATED APPROACH TO THE CREATION, LAYOUT AND MANAGEMENT OF GRAPHICS – THE PERFECT PARTNER FOR PAINTBOX.

Picturebox sQ plays out clips as well as stills. It’s also HD upgradeable, making it a totally futureproof investment for broadcasters looking to solve all of their long-term graphics layout and management needs.

The management facilities of Picturebox sQ bring a new dimension to the editorial control of graphics creation and layout, as there can be a number of independent viewing and editing stations on the same network as both Paintbox and Picturebox sQ.

Approvals can thus all be achieved ‘on-line’, playlists updated and new graphics added while the system is literally on-air.

### Total control

To the on-air operator the QPlay panel will feel instantly and reassuringly familiar, based as it is on the much loved, highly ergonomic control panel from the original Quantel Picturebox that found so much favour with thousands of broadcasters worldwide. However brand new software provides even more flexibility for the input, output and rundown processes.

The addition of an optional slo-mo lever also makes Picturebox sQ a natural fit for live events, as does its compact size. The speed and positive simplicity of the picture management also provides the confidence so essential in live applications.

### Total integration

The brain of the system is an IGA™ (Integrated Graphics Architecture) computer that manages the database. The new IGA marries seamlessly with the ISA™ (Integrated Server Architecture) computer in sQ server systems, ensuring total transparency of data between the graphics server and the broadcaster’s main production system. Quantel’s unique Frame Magic™ technology ensures optimum performance and storage utilisation.

“We have drawn on all our many years’ experience in the field of close-to-air graphics creation and playout to ensure that the reliability, performance and facilities of the new Picturebox sQ are ideally matched to the needs of today’s broadcasters’ workflow and efficiency requirements,” says Quantel Marketing Manager – Graphics, John Woodhouse. “As a result, Picturebox sQ feels instinctively and absolutely right for the modern broadcast environment.”



### MISSION TAPELESS

PROSIEBENSAT.1, THE BERLIN, GERMANY-BASED BROADCASTER, HAS JUST INSTALLED A BRAND NEW QUANTEL sQ SERVER SYSTEM TO HELP ITS FLAGSHIP N24 NEWS CHANNEL STAY AHEAD OF THE GAME. THE SYSTEM CONSISTS OF TWO sQ SERVERS WITH A TOTAL OF 270 HOURS OF STORAGE SUPPORTING 16 BROWSE AND EDIT WORKSTATIONS.

“N24 broadcasts top news 24 hours a day. Therefore reliability was crucial to our decision,” comments Frank Meißner, Managing Director, ProSiebenSat.1 Produktion.

Two new features of the latest sQEdit Plus software are very important to the company, the first being the much increased voiceover capability and the second, in-server editing, which means that sQEdit Plus seats can start editing the moment material arrives in the server.

“Our sQ system will give us a technological edge for years,” concludes System Engineer, Ingo Busemann.

## sQ winning technology winning in sports

Quantel sQ – leading the revolution in HD and SD sports broadcasting

A Quantel sQ sports system is stunningly quick. It gets highlights to air almost live. And at brilliant quality. sQ Split Remote technology slashes on-site staff and equipment costs too. So get on the winning team – visit [www.quantel.com](http://www.quantel.com)

sQ *is* sports™

[www.quantel.com](http://www.quantel.com)





## FRENCH GRAND SLAM

Quantel technology has now been adopted by all five of France's free terrestrial TV channels as a key component in their transition to multi-format, multi-resolution and high definition production and broadcasting.



The choice of Quantel in each case came after extensive testing of competitors' products and every time performance, reliability and users' input tipped the scales in Quantel's favour.

Public service network France 3 was first out of the blocks with its choice of an HD/multi-resolution Paintbox gQ for news production and close-to-air applications. Following on closely was Arte, the Franco-German cultural channel, which also opted for the Paintbox gQ to provide linking graphics for its 'Thema' evenings.

M6, France's youth-oriented broadcaster was next, this time selecting the eQ editing/effects/grading/versioning system to fulfil its on-air promotions and station ID needs and to ease its transition to HD. TF1, France's leading terrestrial broadcaster, then ordered two Paintbox gQs and three QPaintbox software packages for its news graphics department. Completing the Grand Slam, France 2, the leading public broadcaster, ordered a Paintbox for news and close-to-air graphics.

www.quantel.com

# it's time to think inside the box Newsbox

**Newsbox – the big integrated news system in a little box  
...from just \$199K**



Now every broadcaster can match the look and speed of even the largest stations. Newsbox is a complete pre-packaged system. It can be up, running and on air in just a few hours; oh yes, and every Newsbox comes with peace of mind built in, they all have a 5 year QCare warranty. It's time to think inside the box, Newsbox.

**Newsbox is News to Go™**



## EIGER MAKES COMPOSITING A DREAM

**DRAWING ON ITS YEARS OF EXPERIENCE IN COMMERCIALS, PROMOTIONS AND FILM VFX, QUANTEL HAS UNVEILED THE LATEST TOOLSET RELEASE FOR eQ. EIGER (EFFECTS, IMAGING, GRADING AND EDITING RELEASE) ADDS POWERFUL CAPABILITIES ACROSS THE BOARD.**

Eiger compositing tools include new process tree ergonomics, motion sensitive blur, layer blend modes and a new mesh-based warper. Eiger also introduces Quantel's new UniKey system – a revolutionary multi-format, multi-colourspace precision keying toolset.

Eiger builds on the class leading QColor grading option with a powerful new set of HSL-based tools and many ergonomic enhancements. Live pan and scan is now supported along with output image masking, making multi-format versioning even simpler.

Eiger also unlocks yet more of the imaging horsepower of eQ and iQ. For example, with Eiger eQ can downrez from HD to SD, apply a LUT, mask the output image and perform on-the-fly pan and scan – totally live at full resolution and in realtime – without the need for proxies and with no new media created.

For editing and conforming work, Eiger adds new functionality and yet more streamlined ergonomics, with Keycode conform, network navigation and audio time stretch and compress tools.

Eiger is now supplied as standard on all new Quantel eQ systems, and is also available free to all eQ customers with current QCare contracts.

## QUANTEL INTRODUCES PAY AS YOU GO HD

### RISK FREE HD MIGRATION

Pay as you Go HD is the new, ground-breaking facility for the eQ editing/effects/grading/mastering system. This business model, already a proven success in a number of industries, essentially brings risk-free HD to the broadcasting industry.

An eQ purchased with Pay as you Go HD is a fully-equipped system, but ingest and playout is limited to SD until a password is loaded into the system. These can either be weekly or monthly passwords, and can be purchased directly from Quantel.

“At Quantel we know that the quality and increased creative

potential of HD is a fantastic driver for the industry,” says Quantel Executive Chairman, Richard Taylor. “Understandably though, many customers feel that HD remains a big financial risk. Pay as you Go HD means that Quantel carries that risk. From day one a broadcaster has all of the power and performance of an eQ, but only needs to pay for the HD capability as and when they need it.”

An eQ purchased in Pay as you Go HD configuration costs approximately 60% of the price of the standard ‘always on’ system. At any time an ‘always on’ password can be purchased as the HD usage on the system climbs.

