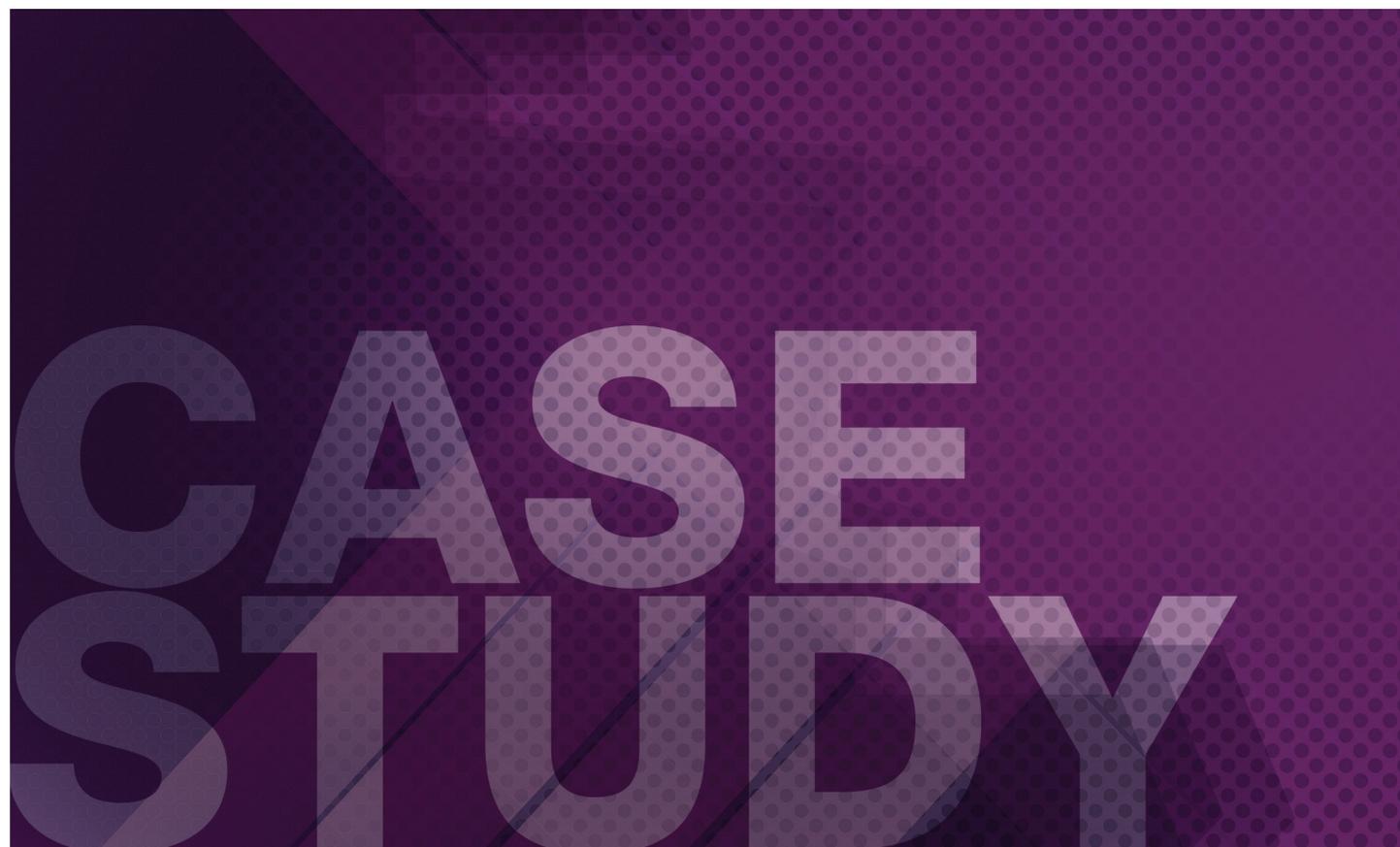




---

## Emerson College Preparing students for the real world with real world equipment and training

---



### **CUSTOMER**

**Emerson College, US**  
[www.emerson.edu](http://www.emerson.edu)

The college offers a variety of practical learning opportunities for students while delivering a range of high-quality programming to the Emerson campus community.

### **CHALLENGE**

Provide an educational environment that features future proof and upgradable broadcast technology tied to practical applications.

### **SOLUTION**

Work with Grass Valley and The Systems Group to upgrade studios to HD capability with a path to 4K UHD.

### **BENEFITS**

Students are now able to join the workforce with relevant experience on the equipment they will find as they begin their careers.



“We were looking for a switcher that provided a lot of flexibility and could be operated by anyone from entry-level users up to advanced users. Additionally, chromakey, digital video effects and communication with our playback and graphic machines were critical — as well as having a path to handle 4K UHD. The Karrera met all of our needs.”

Tony Ascenso, Manager, Tufte TV Studios, Emerson College

## Background:

The Emerson College Department of Television, Radio & Film Production (TRF) is an integrated system of facilities, support services and technical implementation for media creation, finishing and interchange across the Emerson campus. In conjunction with Emerson’s academic departments, TRF offers a variety of practical learning opportunities for students while delivering a range of high-quality programming to the Emerson campus community.

The television studios are located in Emerson’s Tufte Performance and Production Center. It includes Teaching Studio and Control Room B, which is a classroom inside a standard television control room, and the advanced Di Bona Family Production Studio, a 40’x43’ professional, sound-treated studio that includes a green screen, audience seating and a large control room that creates the same environment found at advanced television facilities. The studios support the creation of original educational, news and entertainment programming.

Until recently, the college was operating standard-definition (SD) equipment with no easy upgrade path to high-definition (HD). Because the industry had already moved primarily to HD and was now looking at next-generation technologies such as 4K UHD, Emerson College leaders knew that modernizing the studios with production equipment was a top priority.

## Challenges:

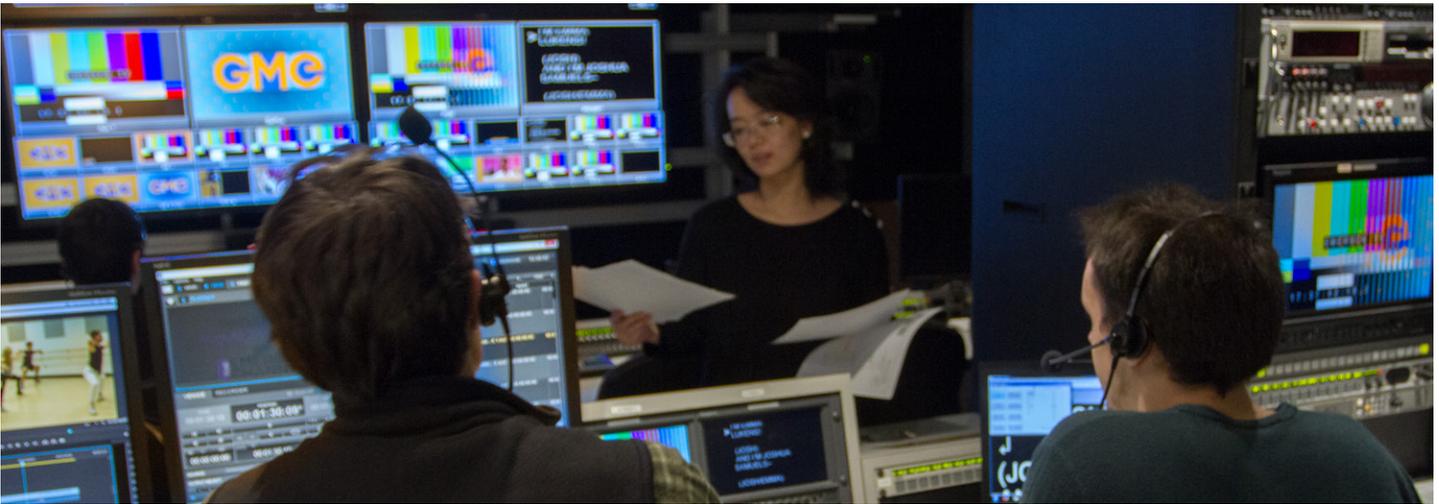
While much of the college’s field equipment had already been upgraded to HD, the studio facilities were the last to make the transition. Before the upgrade, all captured HD content was downconverted to SD, which posed a number of challenges such as different aspect ratios and loss of quality. In addition, the SD routers and switchers in both studios had reached capacity and offered no way to handle an HD signal.

Among the criteria that were most important in the upgrade were ease of use and upgradability. Students enrolled in the Visual and Media Arts program represent a number of different specializations, so the equipment had to be suitable for training in multiple types of production environments.

“The rate of change in the broadcast industry has rapidly increased, making upgradability a number one priority in any purchase of new capital equipment,” said Jane Pikor, Director, Department of Television, Radio & Film Production (TRF).

“We don’t want to be buying new hardware or software every few years. That’s one of the features that really sold us on Grass Valley’s solutions.”

The team set out to evaluate all equipment options in the market to find a solution that would provide what was needed today, with an easy upgrade path to 4K UHD.



“The rate of change in the broadcast industry has rapidly increased, making upgradability a number-one priority for purchase of new capital equipment. We don’t want to be buying new hardware or software every few years. That’s one of the features that really sold us on Grass Valley’s solutions.”

Jane Pikor, Director, Department of Television, Radio & Film Production, Emerson College

## Solution:

Working with Grass Valley and The Systems Group (TSG), Emerson College selected four LDX 80 Flex 720p cameras, four LDX 86 WorldCam multiformat cameras, one Karrera K-Frame S-series 3 M/E production switcher and one Karrera K-Frame S-series 2 M/E production switcher to meet the HD needs for each studio.

“We were looking for a switcher that provided a lot of flexibility and could be operated by anyone from entry-level users up to advanced users. Additionally, chromakey, digital video effects and communication with our playback and graphic machines were critical — as well as having a path to handle 4K UHD. The Karrera met all of our needs,” said Tony Ascenso, Manager, Tufte Television Studios.

With the ability to software upgrade the switchers and cameras, the Grass Valley solutions made the most sense for Emerson College. Another deciding factor was that many of the graduates land jobs at broadcast and media companies that use Grass Valley equipment.

“Grass Valley equipment provided a future-forward strategy to handle the current trends in the industry. Also, many of our students find themselves working at facilities already using Grass Valley equipment such as WGBH, Game Creek Video and NEP,” said Tim MacArthur, Associate Director, TRF.

The four LDX 80 Flex cameras and the Karrera 2 M/E switcher are used in Teaching Studio B, the main academic studio. Productions there vary from talk shows, news programming and variety, to green screen and narrative. Students learn the basic skill set of multicamera productions, from camera operation to lighting and directing.

The four LDX 86 WorldCam cameras and the Karrera 3 M/E switcher are used in the Di Bona Studio — where all advanced productions are shot. Additionally, all eight cameras are used in the Cutler Majestic Theatre to cover major productions. The flexibility of switchable video formats allows the LDX 86 WorldCams to quickly become four more 720p cameras to match the LDX 80 Flex cameras, enabling eight-camera productions at the venue.



“Grass Valley equipment provided a future-forward strategy to handle the current trends in the industry. Also, many of our students find themselves working at facilities already using Grass Valley equipment, such as WGBH, Game Creek Video and NEP.”

Tim MacArthur, Associate Director, Department of Television, Radio & Film Production, Emerson College

## Benefits:

Grass Valley and TSG provided training and support to get the faculty and students quickly up to speed. The learning curve for the cameras and switchers was short — managers, faculty and students pointed to the user friendliness as an advantage.

The Visual and Media Arts program is now well positioned for the future, giving students the opportunity to use the same cutting-edge equipment they’ll use when they graduate. Also, the department can make the switch to 4K UHD as soon as it becomes necessary, with no hardware updates or downtime.

“With this investment, we wanted to be sure that we would have a faster, cost-effective path for future formats,” said Pikor.

Students use the new equipment on a daily basis, rotating through all the different positions in a production crew. Each will have a number of opportunities to serve as camera operator and technical director, creating their own profiles on the Karrera and making their own effects. The productions vary in technical requirements, but some are advanced, including *Good Morning Emerson*, modeled after *Good Morning America*.

With this investment, Emerson College is ensuring that its students will be prepared for successful careers in the communication arts and sciences.



GVB-1-0590A-EN-CS

[WWW.GRASSVALLEY.COM](http://WWW.GRASSVALLEY.COM)

Join the Conversation at [GrassValleyLive](#) on Facebook, Twitter, YouTube and [Grass Valley - A Belden Brand](#) on LinkedIn.



Belden, Belden Sending All The Right Signals and the Belden logo are trademarks or registered trademarks of Belden Inc. or its affiliated companies in the United States and other jurisdictions. Grass Valley, Karrera, LDX Flex and LDX WorldCam are trademarks or registered trademarks of Grass Valley, Belden Inc., Grass Valley and other parties may also have trademark rights in other terms used herein.

Copyright © 2016 Grass Valley Canada. All rights reserved. Specifications subject to change without notice.