



Pistas Argentinas-Ironbox SA Delivering Motorsport for Everyone with Grass Valley

CASE STUDY

CUSTOMER

Pistas Argentinas-Ironbox SA, Argentina

www.pistasargentinas.com.ar

Produces *Automovilismo para Todos (Motorsport for Everyone)* 42 weekends per year

HD production delivered free to viewers via terrestrial, cable, and satellite

CHALLENGES

A live production solution that can handle the demands of auto racing, including cable runs up to 1,800m (5,905 ft.)

SOLUTION

Grass Valley LDK 8000 and LDK 8300 Super SloMo cameras, K2 Dyno Replay Systems, and a Karrera Video Production Center switcher

BENEFITS

Superb imagery with slow-motion to capture the events and emotions of auto racing

The Green Flag

Pistas Argentinas-Ironbox SA produces *Automovilismo para Todos* (*Motorsport for Everyone*), the motorsports program that covers the most important races in Argentina: Turismo Carretera, Turismo Nacional, and TC Mouras.

Automovilismo para Todos is produced entirely outdoors 42 weekends each year, from February to December, covering all the races taking place in the country. The program is produced and delivered to viewers in HD for free via terrestrial, cable, and satellite distribution.

In order to efficiently produce *Automovilismo para Todos* and capture the action at various locations, Pistas Argentinas-Ironbox SA teamed up with Grass Valley and its Buenos Aires-based systems integrator FDM Broadcast (www.fdmbroadcast.com), for a variety of Live Production solutions.

Pistas Argentinas-Ironbox SA's *Automovilismo para Todos* production truck is equipped with 10 LDK 8000 triax cameras, two LDK 8300 1X/2X/3X super slow-motion cameras, a Karrera Video Production Center switcher, three K2 Dyno Replay Systems with ChannelFlex and GeckoFlex modular signal processing with up/downconversion, all from Grass Valley, a Belden Brand.

With a production goal of capturing the best of each race to deliver the thrills and emotion to viewers, Pistas Argentinas-Ironbox SA concentrates its coverage on the individual cars and the drivers.

"Using the LDX 8300 in 3X mode with our K2 Dyno Replay Systems gives a slick look to our coverage, allowing viewers to appreciate the many subtle mechanical details, racing techniques and driver emotions during competition," said Pablo Kotodij, Engineer and Technical Manager for Pistas Argentinas-Ironbox SA. "Not only is our Karrera switcher powerful, with more horsepower than even we need, its intuitive operation is a bonus."

On the racing course, cameras are located around the track with triax cable runs of up to 1,800m (5,905 ft.), with the help of Grass Valley's triax repeater.

"FDM Broadcast assistance was critical on the project, from the package configuration and financing, all the way through to implementation," said Kotodij. "We have the know-how and confidence with Grass Valley equipment."

The Checkered Flag

At the end of the day, Kotodij is more than pleased with the *Automovilismo para Todos* production truck, with total confidence in the technical performance that helps to deliver compelling race coverage to Argentines.

"We have used Grass Valley equipment for over 25 years, starting with the BTS LDK 90," said Kotodij. "Based on our experience, I can tell you that our Grass Valley equipment was the best choice for our outdoor productions."



"Using Grass Valley triax transmission systems allow us to solve cable run problems more easily, especially given the difficult environments of Argentinian autodromes."

Pablo Kotodij, Engineer and Technical Manager
Pistas Argentinas-Ironbox SA

