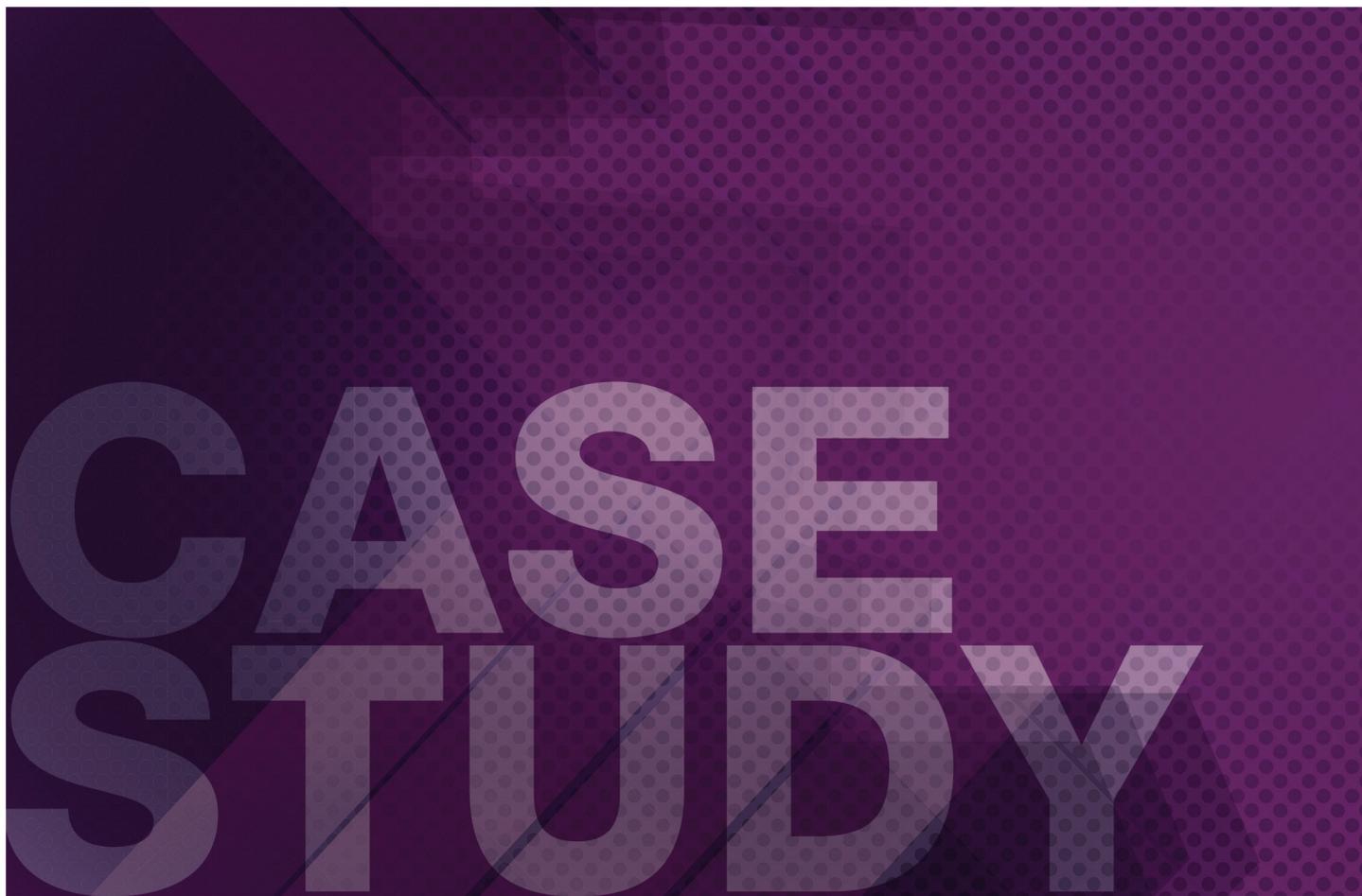




Game Creek Video Veteran Production Company Builds HD and 3D Live Sports Future on Grass Valley Kayenne Platform



CUSTOMER

Game Creek Video, Hudson, N.H. US

APPLICATION

Live HD and 3D Sports Production

EVENTS

NFL (including the Super Bowl), NCAA basketball and football (including the BCS Championship), NBA (including the NBA Finals), NASCAR (including the Daytona 500), the World Series, and many other premiere broadcast events in North America.

Background

Since its founding in 1993, veteran mobile production company Game Creek Video, based in Hudson, N.H., has relied on the latest video production switchers from Grass Valley, a Belden Brand.

Game Creek has used Grass Valley video production switchers for many of the most high-profile live sports projects — such as the Daytona 500, college basketball and football, professional NBA basketball (including the NBA finals) and NFL football. The company understands the value of reliability and capturing the moment as it happens. In live sports production there are no second chances.

As it continues to help its clients produce these type of high-profile live sporting events, Game Creek remains committed to Grass Valley switching technology and will deploy the latest Grass Valley Kayenne Video Production Center switcher on its new trucks going forward.

Game Creek Video has been using Kayenne switchers successfully for the past two years. Their “Liberty” mobile unit has produced two seasons worth of college football for ABC/ESPN Sports, including the 2010 and 2011 Rose Bowl and BCS Championship games. In addition, Game Creek Video has produced two seasons of NFL football, including the 2011 Super Bowl (XLV) as well as the 2010 and 2011 Daytona 500 and FOX NASCAR 2010 and 2011 seasons with its multiformat “FOX” truck.

Application

The company is currently finishing work on two more 3 Gb/s HD and 3D capable production trucks (“Victory” and “Justice”). As a key component, it has installed a Kayenne production switcher on each. Game Creek has also committed to taking delivery of four more Kayenne switchers for future truck projects.

They like the Kayenne so much that Pat Sullivan, President of Game Creek Video, said that his current plan is to build new trucks with a 3 Gb/s infrastructure and the latest version of the Kayenne switcher — which can handle both 3D and HD projects, so that they can accommodate whatever a client might need to incorporate into a live sports production. That’s why, at the center of all of these trucks, the production will be managed by a Kayenne switcher.

The new trucks built in 2010 are dedicated to supporting sports productions for both ESPN (“Larkspur”) and the YES Network —home to Major League Baseball’s New York Yankees (“Dynasty”). The ESPN truck was on the road at the end of July while the YES Network trailer was completed and ready for action by the end of August (just in time for the 2010 MLB playoffs and the World Series).

Larkspur’s primary duties are to help ESPN televise a show called “ESPN College GameDay.” Dynasty televises Yankees Baseball for the YES network and then each year moves onto Post Season MLB and the World Series for the FOX network. When baseball season is over, it produces NFL games for the NFL Network.



“As productions become more and more complex, we recognize the value and flexibility of the Kayenne and how it can help our clients produce the most exciting productions on television.”

Pat Sullivan, President, Game Creek Video

“Game Creek has a reputation for quality projects, that’s our calling card, and the Grass Valley switchers are clearly the most sought after by our clients and freelance operators, so it’s a nice fit for us. That demand among the live sports production community makes a huge difference and it’s why we’ve used Grass Valley products to help produce all of our sporting events. We know a good technology when we see it.”

Pat Sullivan, President, Game Creek Video

With regular software updates and new features being introduced all the time, the Grass Valley Kayenne Video Production Center is a family of powerful, highly modular production switchers that are available with 1.5 M/Es to 4.5 M/Es. It provides the most video processing power available with up to 30 keyers and 20 DPM effects channels in a 4.5 M/E system. Grass Valley’s DoubleTake split M/E technology effec-

tively increases the available M/Es to 10 and allows the handling of 3D without sacrificing switcher resources. The modular control panel is designed for easy expansion and service. Each source select and aux bus module has two rows of OLED Source Name Displays that provide ultra-clear text with extremely wide viewing angles.



“Our crews like the layout and functionality of the Grass Valley Kayenne and so we have committed our next truck builds to this very powerful switcher platform.”

Pat Sullivan, President, Game Creek Video