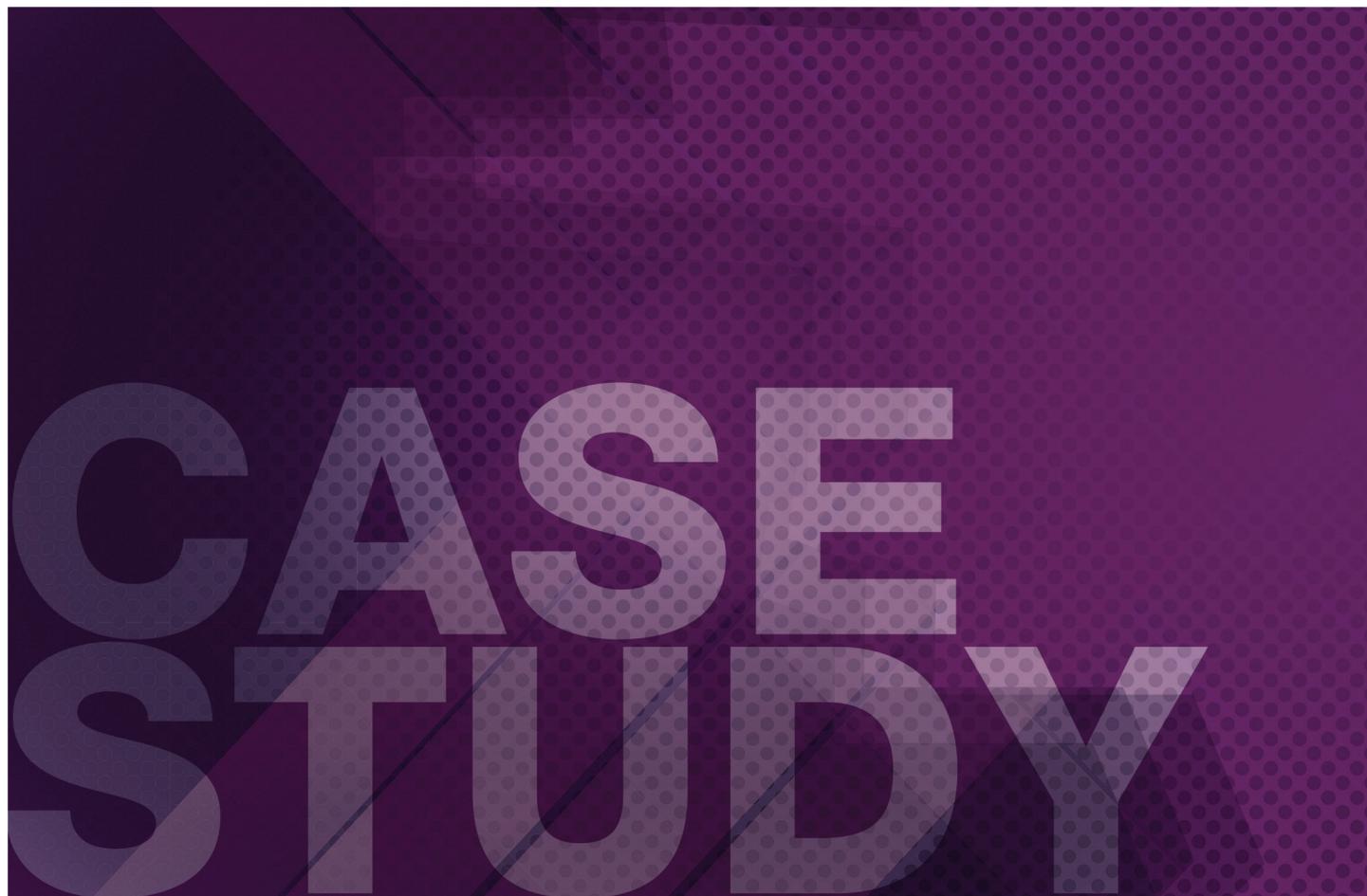




Game Creek Video Relies exclusively on Grass Valley Kayenne K-Frame switchers for major sporting events



CUSTOMER

Game Creek Video, US
www.gamecreekvideo.com

CHALLENGE

To maintain production consistency throughout its fleet of production trucks

SOLUTION

Equipping every production truck with a Grass Valley Kayenne K-Frame Video Production Center switcher

BENEFITS

Increased productivity to help clients tell better stories
The ability for TDs to move seamlessly between trucks with a common switcher platform



“We’ve always worked closely with manufacturers and we have found that Grass Valley truly cares about our business. They understand that downtime is not an option, and provide all the resources we need to ensure smooth operation no matter where our trucks are or what challenges we are facing. That’s a ‘must’ for us.”

Garrett Sullivan, Vice President of Business Development, Game Creek Video

Background

If there’s a major sporting event happening in the United States, chances are very good that Game Creek Video is helping to get it on air. From regular season regional events to the biggest national championships in college and professional sports; from football, baseball, basketball and hockey to auto racing, skiing, golf, and everything in between — this company has been at the leading edge of mobile broadcasting for more than 20 years.

With a fleet of three dozen modern, fully equipped broadcast trucks and a dedicated team of more than 100 professionals deployed across the country, Game Creek Video serves clients ranging from the big four networks to national sports channels and event organizers.

The company began in 1993 when founder Patrick Sullivan purchased two used trucks from a competitor and started building the business as the opportunities unfolded. Now a member of the Sports Broadcasting Hall of Fame for his long and meaningful career, Sullivan has grown Game Creek Video into the force it is today.

Consistent Interface, Consistent Configuration

“Consistency is the key to our business,” says Garrett Sullivan, Vice President of Business Development and son of the founder. “With so many trucks in operation and so many different TDs coming in and out of each one, it’s absolutely essential that every configuration is basically the same. There is no time for learning a new layout or a new interface — these operators need to be up and running as soon as they walk in.”

Consistency, however, is not the only requirement. Performance and reliability are paramount in a market where the action happens quickly and multiple camera feeds must be maximized to provide the very best viewing experience. For this reason, Game Creek Video employs what Sullivan calls the “gold standard” of switchers — Kayenne K-Frame Video Production Center switchers from Grass Valley, a Belden Brand — in all of its trucks.



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Solution: The Gold Standard of Switchers

Kayenne switchers bring the highest level of creative performance available to live productions with innovative features, along with easy upgradability for future requirements. Depending on the application, Kayenne can be mounted flat or in a banked curve, and can be configured with full multiformat support including 1080p 3G and 4K. Because it has a familiar design, it is ideal for environments where freelancers are employed, such as in the Game Creek Video trucks. When needed, Kayenne can adapt to offer up to 192 inputs, 96 outputs and up to 9 M/Es with six keyers in every full M/E.

As customers’ demands change, the company updates its fleet of trucks with new equipment and capabilities. Scalability, service and ease of integration also play a big role in the investments Sullivan and his team make for Game Creek Video, and that’s one of the reasons that Grass Valley has been a long-time supplier. “We’ve always worked closely with manufacturers and we have found that Grass Valley truly cares about our business. They understand that downtime is not an option, and provide all the resources we need to ensure smooth operation no matter where our trucks are or what challenges we’re facing. That’s a ‘must’ for us.”

Over the years, Game Creek Video has adopted the newest technologies and responded to market changes, migrating to HD in 2004 and looking today at 4K UHD and HDR to deliver ever increasing video quality. Important to this flexibility is the ability of Kayenne to handle a variety of formats seamlessly, eliminating the need to change switchers or have multiple units to handle various client formats.

“Every improvement in video quality drives up the amount of data that we are moving around and makes it necessary for us to improve our network,” says Jason Taubman, Vice President of New Technology/Design for Game Creek Video. “We use Belden cables exclusively because there’s nothing better on the market. With the Grass Valley’s fiber transport equipment, we’ve designed a unique tether system for our trucks. Thanks to this design, we have been able to minimize the number of cables needed to tie multiple trucks together at extremely high speeds. To the operators, the connection is seamless and we are able to provide a larger solution when needed.” The fiber tether solution is unique to Game Creek Video, and the company is looking at IP networking as the next step in data movement and management.



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Benefits

Thanks to Kayenne switchers, Game Creek Video can be more productive and help its clients tell better stories in the high-pressure environment of live production. In addition, the ability for TDs to move seamlessly between trucks with a common switcher platform means that the trucks can be deployed in ways that make more sense for the company. Taubman notes that many of the trucks remain on the road all year, traveling from event to event in a given region and never returning to the company headquarters.

Game Creek Video has no plans to move away from Kayenne switchers, and in fact, the staff there is excited about new features that are on the horizon. “The relationship and trust that have been built over the years make the decision an easy one when it’s time to buy a new switcher for a new or renovated truck,” says Sullivan.

Regardless of the video formats or network infrastructure, Grass Valley Kayenne Video Production Center switchers are designed to deliver versatility that will ensure Game Creek Video is ready for whatever exciting opportunities the future holds.

GVB-1-0568B-EN-CS



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