



# Smart-e

## Case Study

<b>Project</b>	<b>Commercial</b>
<b>Client</b>	<b>ITV Yorkshire</b>
<b>Product</b>	<b>SNX-8x8</b>
<b>Location</b>	<b>Leeds, UK</b>



**itv** Productions

## ITV Yorkshire chose Smart-e equipment for its broadcasting centre

Countdown, Heartbeat, The Royal and Emmerdale are just four of the nation's favourite TV programmes produced by Leeds based ITV Yorkshire. The broadcasting company was launched in 1968 and has remained in the same 1960's building, located on the outskirts of Leeds, since its inception.

### Smart-e equipment was chosen for its flexibility and ease-of-use

After searching the Internet for equipment that would distribute a combination of audio video and TV signals across the two receptions, Martin discovered Smart-e. As he explains "We were looking at conventional audio switches, however most were more complicated than we needed, or had more facilities than we wanted. We were seeking a simple, compact solution that would allow us to distribute live feeds and video pictures, at the same time, around the building. The Smart-e equipment is very flexible, fits our remit and gives us the ability to mix signal formats between video and live TV. An additional benefit is that the equipment is easy to install because it is based on CAT 5 cable, which is much cheaper and easier to install than video cable."



A new AV system, controlled by Smart-e equipment, was installed in early 2008 as part of a refurbishment programme to create a new studio audience waiting area and update the main reception. As Martin Oldfield, technology and projects manager at ITV Yorkshire says, "The reception had hardly been touched in the last 40 years and badly needed updating, whilst a new waiting area for studio audiences was becoming increasingly essential".

**EMMERDALE**  
MONDAY - FRIDAY 7PM. IT'S FAR FROM QUIET IN THE COUNTRY.

The Smart-e **SNX-8x8+** matrix was chosen for the project which distributes a mixture of video, audio and live TV feeds, via eight Smart-e **SLX-RX111** multi-feature extenders, to 8 screens across the two separate reception areas. The system is controlled by a Smart-e control switch and Smart-e software.



# Smart-e

Martin was especially pleased by the high picture quality and the fact that the system did not require any specialist setting up, as the cables were equalised automatically by the Smart-e equipment. Now each of the eight screens, across the two receptions, can feature either a DVD of a programme, show programmes as they are being broadcast, or take



## Smart-e equipment installed at ITV Yorkshire

### SNX-8x8+

The Smart-e SNX-8x8+ is a compact matrix providing very high quality video and audio switching, with resolution up to 1600 x 1200. It is HDTV compatible (720p, 1080i, 1080p) features IR and RS232/422 control, PC Windows software control and distributes signals up to 300m. The SNX-8x8+ provides a unique 'one cable solution' as it distributes via inexpensive and easy-to-install CAT 5 (and above) structured cabling.

### SLX-RX111

Known as the 'Swiss Army Knife' of extenders, the SLX-RX111 combines the ease of 'plug and play' with discrete industry standard connectors transmitting video signals up to 100m from source devices. The unit supports UXGA, HD, YPrPb 100m, and RGBS, YC, CVBS 300m, and Stereo Audio providing inline power and RS232 control.

The system is controlled by Smart-e controls and software.



feeds off a computer to show health and safety information. The system also allows computer monitor information to be mixed with video pictures direct to the screens.

*The fact that the Smart-e SNX-8x8 is based on transmitting signals via CAT 5 cable, made the installation process much cheaper and easier than video cable*



The Smart-e SNX-8x8 distribution matrix used at ITV Yorkshire

CAT 5\* - refers to CAT5, 5e, 6, 7 and 8 structured cabling.