

ATEN



Broadcasting &
Media

artear

Television Production and
Broadcasting Company

Argentina

Artear, Multiplatform Content Creation Center

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About Artear

Headquartered in Buenos Aires, Artear is one of Argentina's longest running and most prolific television networks. Part of Grupo Clarin, the company produces and broadcasts programming throughout Argentina and its neighboring countries, as well as via the internet to global Spanish-speaking audiences. Channels include Telenoche, one of Argentina's most viewed and prestigious news portals, with a reputation for rigorous journalistic work and quality, and Todo Noticias, which features 24-hour multimedia content, a strong social media presence, live broadcasts, and exclusive columnists, and many other vertical portals dedicated to a diverse range of current affairs and entertainment programming.



As an innovator in the broadcasting industry in Latin America, Artear is at the forefront of both programming content and technology implementation. In order to keep setting the pace for regional news broadcasting and creative, high-quality content, the company recently decided to build a state-of-the-art newsroom at its site in Constitución. This major project involved the creation of two large video walls to display up-to-the-minute content 24-7 for news editors and marketing content creators, and also to display in real-time the content streams from live channels, social media platforms and outside broadcasting vehicles.



“ Models, configurations, and signal formats were quickly and easily set up for long-distance transmission using ATEN HDBaseT certified technology.

After completing the project our client was extremely satisfied with both the products and the service from ATEN. ”

Ismael Petrich
Director at Tecnica Pro. S.A.

About Tecnica Pro. S.A.

PRO SHOW, Tecnica Pro S.A., a key partner of ATEN, is a pioneer in providing audio visual technology solutions in Argentina. With more than 20 years in the market, it has plenty of experience from installations made all over the country.

It continues its growth by providing quality management, innovative products/solutions and above all a unique service based on professionalism and dedication.

Key Customer Requirements

- ✓ A flexible and customizable solution with minimal lag when switching
- ✓ To switch among different video wall layouts and content sources easily and quickly
- ✓ Power stability and redundancy that is critical for a 24-7 newsroom environment
- ✓ To control a large 10 x 6 video wall and a smaller 5 x 5 video wall with 16 different SDI input sources
- ✓ To extend the 5 x 5 video wall content up to 70 meters to account for the design architecture of the newsroom

Artear's top priority for their new video wall installation was flexibility. Their previous legacy video wall solution had limited grid layout options, supported only one output interface, and suffered from unacceptable lag when switching between sources. So they were looking for a flexible solution that was able to be easily and quickly customized to support the fast-paced video display needs of a cutting-edge newsroom.

Next, Artear required a video wall solution that was simple to control but catered to a wide range of display configurations while also facilitating fast switching between video sources in real-time. In the newsroom at one of the country's leading content providers, there was simply no time for either complications or delays.



Due to their reputation as a leading provider of quality and timely content, Artear also required a solution that was specifically designed with reliable power redundancy in mind. In a hectic 24-7 newsroom environment, where millions of viewers rely on Artear as an information portal, this kind of reliability is a critical factor.

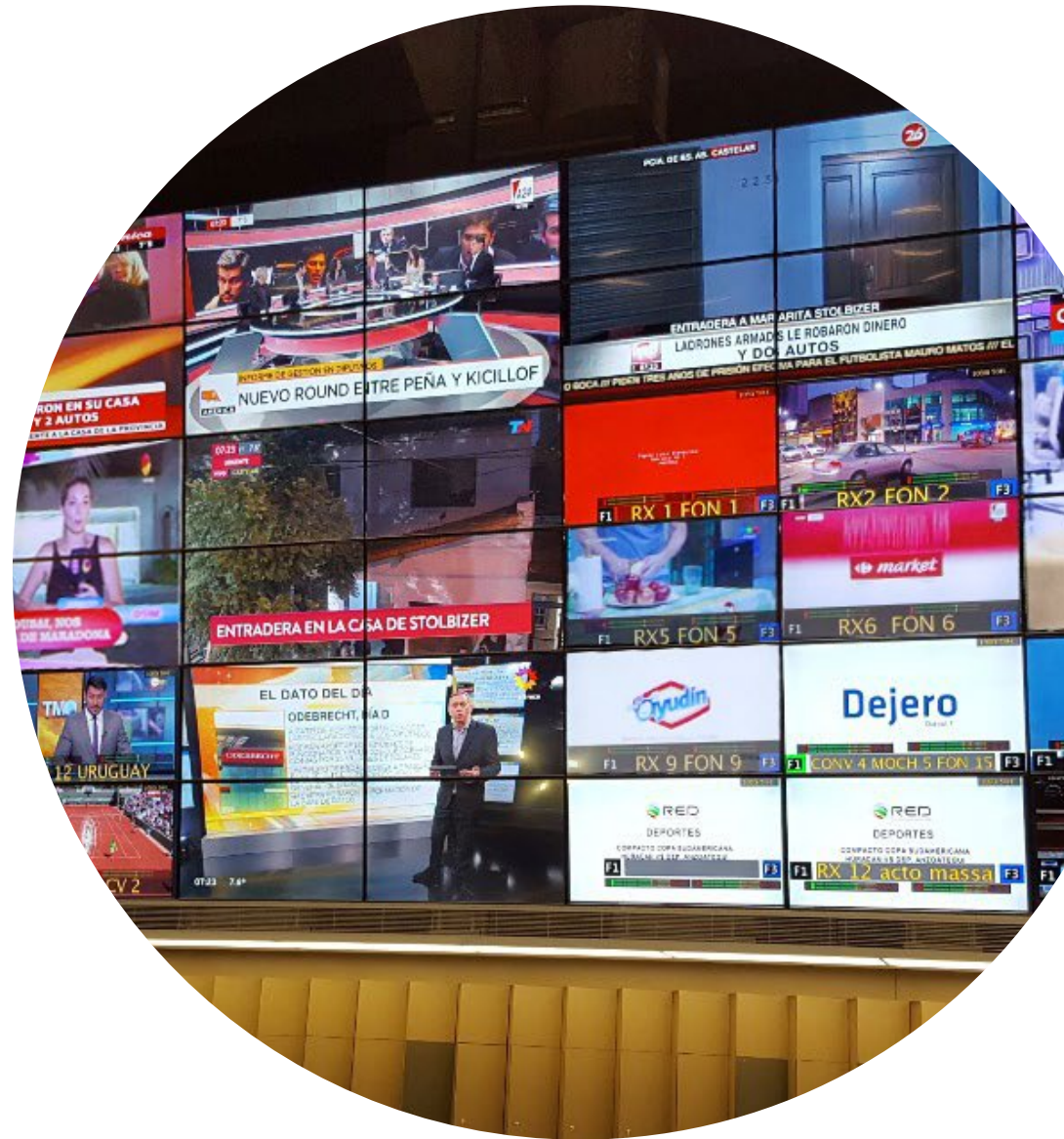
To accommodate the station's ever-increasing video content management needs, Artear's state-of-the-art newsroom was designed with two video walls – one large 10 x 6 wall and a second 5 x 5 wall – that needed to display content from various channels to monitor the latest news and information. In total, 16 different SDI inputs needed to be routed to the walls and scaled to meet their display requirements.

Finally, seeing as the newsroom was designed to maximize the efficiency of their news editors and content creators, Artear designed the newsroom so the video walls were in the optimum position to facilitate effective workflow. This meant that their 5 x 5 video wall needed to be extended over distances of up to 70 meters without any delay and without any loss of signal quality or strength.

The ATEN Solution

- 
 Customized flexibility and video wall configuration options
- 
 Seamless switching and reliable, continuous video streams
- 
 Centralized video wall control from multiple devices
- 
 Long distance video transmission
- 
 Reliable power redundancy design

ATEN provided the perfect solution with Modular Matrix Switches paired with the ATEN Control System, an Ethernet-based management system, comprised of Control Boxes and Configurator software, which connects hardware devices and centralizes control of all of them. By integrating six VM1600 units (with 3G-SDI input boards and HDMI/HDBaseT output boards) and sixteen VS146 splitters with two VK2100 Control Boxes, the ATEN solution delivered easy management and control for both the 60-screen HDMI video wall and the 25-screen HDMI video wall. Four VM1600s were used for the 10 x 6 video wall and two for the 5 x 5 video wall, each controlled by a single VK2100, while 25 VE805R units were employed to further extend the distance of the 5 x 5 installation over HDBaseT and provide seamless switching and scaling functionality.





Customized flexibility and video wall configuration options

ATEN's Modular Matrix Switches integrate different video input and output interfaces and encode the various formats to deliver customized flexibility and video wall configuration options.

Centralized video wall control from multiple devices

ATEN's Control System is a standard Ethernet-based management system that connects all the hardware devices in the news room to provide centralized control directly and effortlessly via a PC, notebook or any mobile device.

Reliable power redundancy design

Two power slots on the VM1600 that can connect to two different power supplies provide the reliable power redundancy that is critical for the 24-7 operations of a newsroom.

Seamless switching and reliable, continuous video streams

ATEN's Seamless Switch™ technology delivers stable and reliable continuous video streams and instant real-time source switching without delays.

Long distance video transmission

The support for extended HDBaseT transmission over a single Cat 6/6a cable ensures that the solution is easily adaptable to the physical architecture of the newsroom while providing seamless switching and video wall functionality.

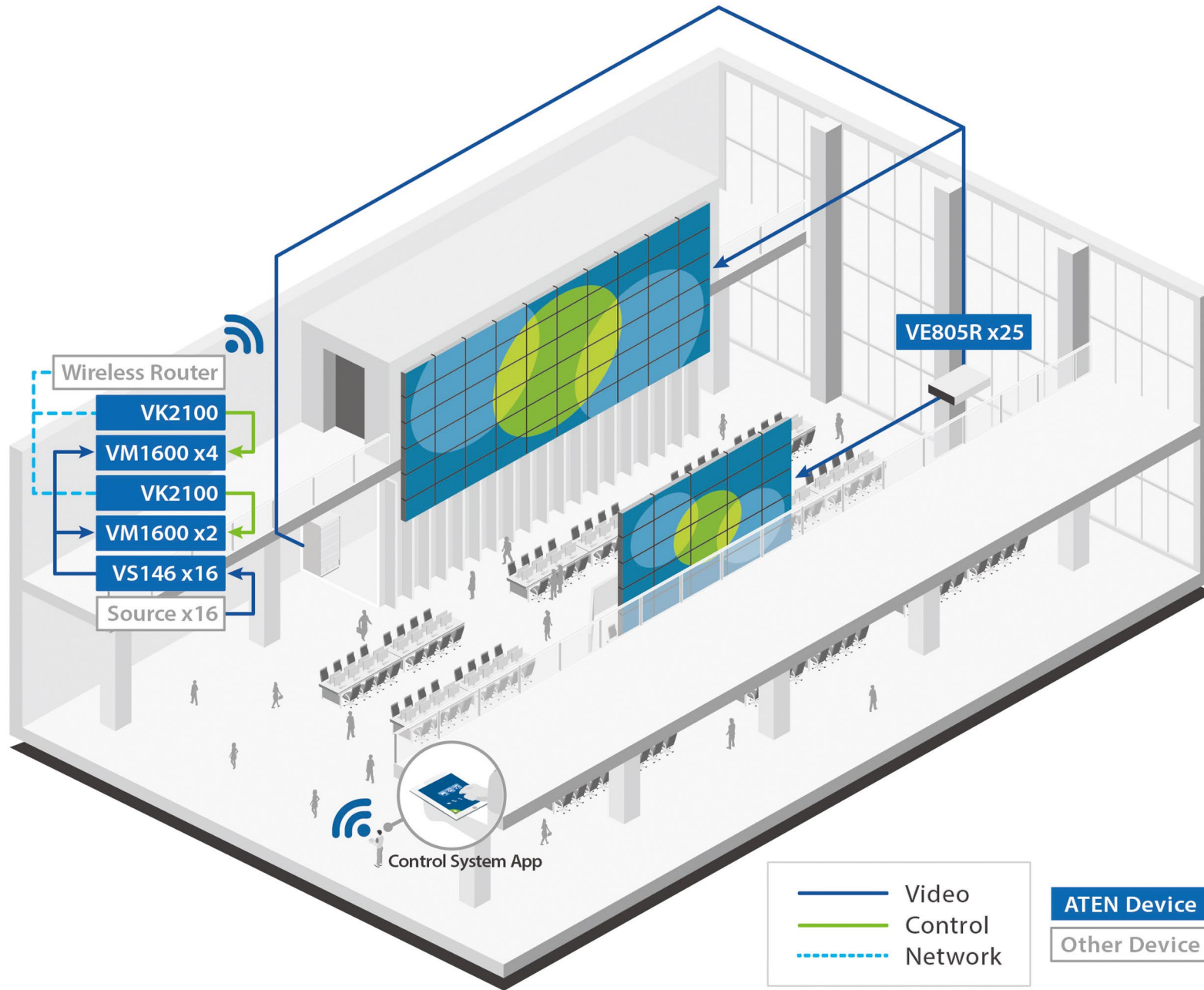


VK2100

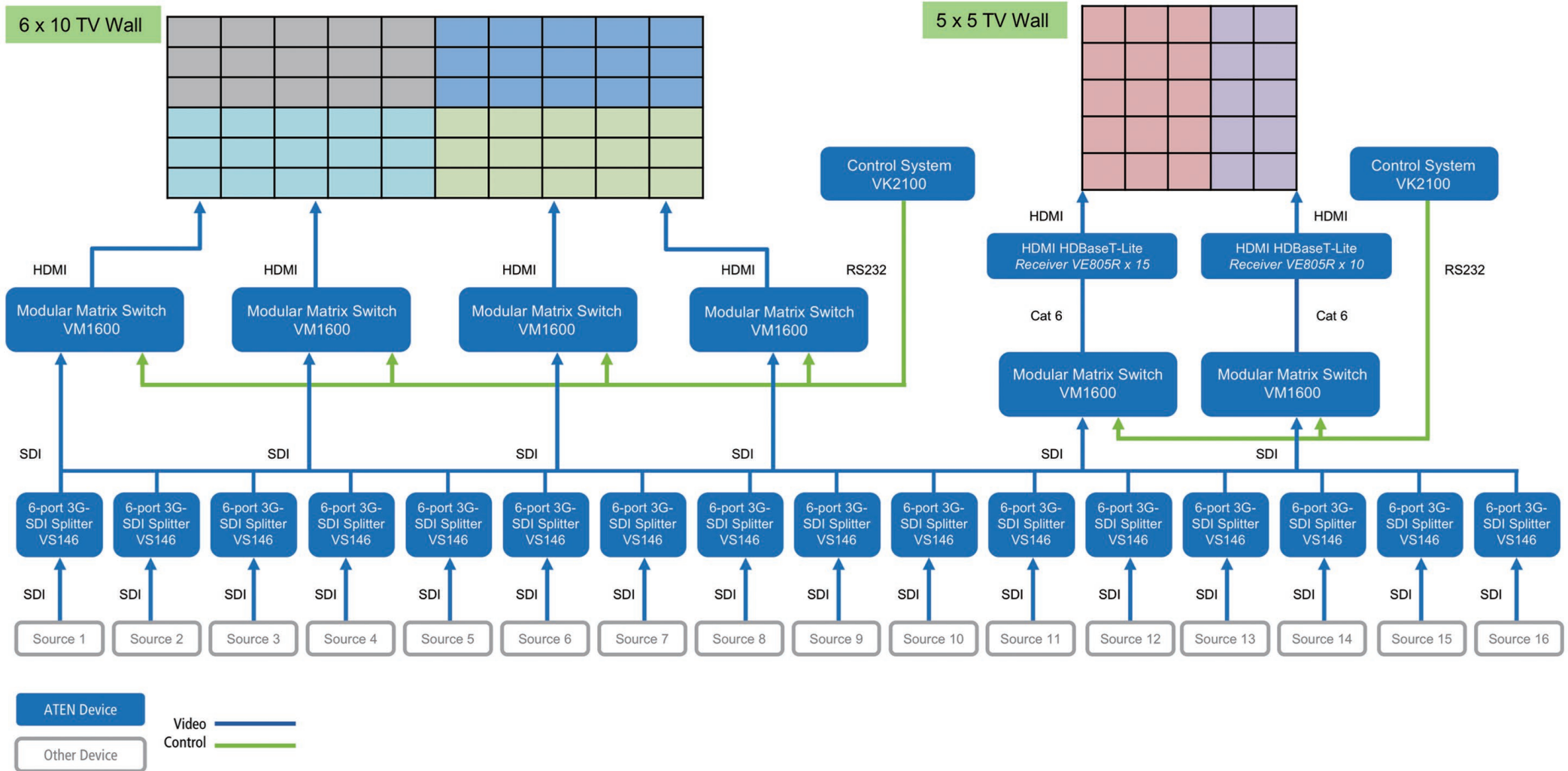


VM1600

Perspective Diagram



Solution Architecture Diagram



Product

VM1600

16 x 16 Modular Matrix Switch

- Connects any of 16 video sources to any of 16 displays
- Video wall - allows you to create custom video wall layouts via intuitive web GUI
- Seamless Switch™ – provides continuous video streams, real-time switching and stable signal transmission



VM7404

4-Port 3G-SDI Input Board



VM8804

4-Port HDMI Output Board with Scaler



VM8514

4-Port HDBaseT Output Board



VM-PWR400

VM1600 Power Module



Product

VK2100

ATEN Control System - Control Box

- Serial 232
- IR
- Digital I/O
- Internet Protocol



VE805R

HDMI HDBaseT-Lite Receiver with Scaler



VS146

6-Port 3G-SDI Splitter





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