

CAMPUS TV



VSN PRODUCTS:

- Full HD Automation

SECTOR:

Broadcast TV



Campus TV's News Studio

ABOUT CAMPUS TV

Campus TV is the first digital HD TV channel in Honduras and Central America. They broadcast from Sula's Valley and their signal spreads across all national and international cable systems via satellite. Their central studios are located in the new and modern University Tower 'Jorge Emilio Jaar'.

Campus TV was born under the San Pedro de Sula University project, which was granted a free-to-air digital TV license. This way, **Campus TV** actively participates along with the university in the integral development of education and culture in Honduras through the use of digital television and other information and communication technologies.

*" Thanks to the **VSN** technology we are the first 100% tapeless HD channel in Honduras. We have now a swifter, more dynamic workflow "*

*Ricardo Jaar,
Responsable Dpto. Técnico*

THE CHALLENGE

Need of an end-to-end TV channel.

THE SOLUTION

***VSN** provided a full HD ONESTOP TV workflow with more than 25 modules.*

THE RESULTS

Important savings in production and maintenance and increased efficiency.

THE CHALLENGE

- San Pedro de Sula University was granted a free-to-air digital TV license and their challenge was to put up a modern HD channel featuring state-of-the-art technology. Regarding their programming guidelines, they wanted to be a symbol of diversity in social-educational contents.
- The channel needed to be wholly integrated by the Spanish company NRD-ADETEL into a 100% tapeless workflow, based on **VSN's** products suite.
- The goal was to make **Campus TV** into a unique educational center for future professionals in the field of communications in Central America and the Caribbean.
- The whole system had to provide savings in production and maintenance while guaranteeing an efficient workflow development with no points of failure.



MCR operators working with VSN systems

THE SOLUTION

VSN supplied the channel with a complete system including more than 25 VSN HD modules

- Includes automation and switching router control ingest servers **VSNAUTOREC**.
- A 10-workstation News Production system **VSNNEWS** using SONY Vegas editing software.
- News writing and news agency integration system **VSNWIRES**.
- News playout system based on **VSNAIRNEWS** HD.
- Prompter server **VSNPROMPTER**.
- HD character generator **VSNCG**.
- Production and MAYA, 3DMAX digital animation integration system.
- Traffic and Scheduling system **VSNCREATV**.
- Automated Master Control Playout server **VSNMATIC**.
- Archive system **VSNARCHIVE**.
- Compliance recording and monitoring system **VSNLEGALREC**.

THE RESULTS

- The channel's development and technology made all programs show an excellent development. Last year 2009, the news program of **Campus TV** was awarded the Éxito Prize (Success Prize) to the best news conductor in Honduras.
- The channel has a 100% tapeless infrastructure, from the acquisition of contents on site until they are aired thus allowing big savings in production and equipment maintenance.
- **Campus TV** has shown that **VSN** technology allows an agile and dynamic workflow. This helped their news bulletin to be among the mostly viewed news programs in Honduras.
- The channel broadcasts 24 hours a day using the **VSN** systems, with 8 hours without management from a technical operator leaving thus the system under control of the automation software.



The entire Campus TV's workflow is managed by VSN solutions