

Since 1989, VSC Design Ltd, has been planning, designing, installing and servicing the requirements of a rapidly changing broadcasting and media industry, delivering the highest standard of engineering excellence and customer service across a variety of technology platforms.



### Financial Times Television Studio

Providing extensive news, comment and analysis, The Financial Times has a readership of more than 1.3 million people worldwide but is also involved in podcasting, video and audio at its internet presence FT.com and Ftfm. The company also provides expert financial comment for the BBC and other radio stations around the world.

### New Multifunctional Production Studio

Following VSC's successful installation of their Audio Studio in 2009 The Financial Times once again contracted VSC Design to project manage, design, build and install their new video studio. VSC's Prince2® project management team were also engaged to provide overall project management of the project, including building, M&E and acoustic works.

### Multifunctional studio

Working very closely with The Financial Time's video department ensured that the studio met

their exacting requirements. The studio is designed to be as multifunctional as possible. It is used for interviews to be streamed on ft.com as well as to conduct live down the line interviews, utilising the studio's bi-directional video circuit.

The studio is built within The Financial Times' London Headquarters at Southwark Bridge where its location takes full advantage of the fantastic views across the River Thames and City of London skyline. It is also situated within a section of the working offices so a great deal of attention and planning was needed to make sure that disruption was kept to an absolute minimum.

### On budget and on time

Despite the many varied challenges that the location presented, the project was delivered on budget and on time. To enable the project to be delivered in the shortest time possible





a parallel approach was taken; The broadcast system was prefabricated at VSC's premises in Teddington, allowing The Financial Times' staff to accept the facilities and familiarise themselves with operational procedures whilst the building work was being carried out on site.

Custom airtconditioning systems were designed and installed along with custom acoustics. The studio has four cameras, three of which have Vinten Radamec remote controls and the fourth is mounted in the lighting grid for wide establishing shots. Chroma key areas and in-vision monitoring are also provided. The set employs the latest DMX controlled multicolour LED panels, allowing the look to be instantly

changed as required. The studio control room was especially tailored to a single person operation. Care was taken to optimise the operation layout to achieve this.

Studio recording and replay is via 2 Apple Mac Pro computers fitted with AJA Kona HD capture cards. Files are managed using Final Cut Server and are shared with the FT's video editing department for post production. A remote

broadcast area has been created in the FT newsroom allowing for live contribution from the newsroom and for down the line interviews.

*"Installation by VSC was seamless. What surprised me was the huge amount of work involved before anything was bought. VSC's job included lot of planning for what would be needed along with the use of a lot of imagination. But then we have worked with VSC Design before and we know them to be very professional"*

**Richard Edgar, FT Head of Global Video**

