

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.



The Portuguese economic news media company Diário turn to VSC Design to launch their new economic news channel Económico TV.

News Production and Archiving Solution

Económico TV is an economy themed channel, with it's headquarters located in the Alcantara, district of Lisbon. It represents a major investment by the Ongoing group and complements their existing economic newspapers, Diário Económico and Weekend Económico. The channel and the newspaper share resources such as the information service from the Reuters and Lusa agencies and the know-how of the newspapers journalists and analysts who are an active part in the contents of the Económico TV channel. The technical component of the project represents a considerable investment in infra-structure and in equipment.

Tapeless Workflow

Económico TV were particularly interested in VSC's experience and track record of designing tapeless workflow systems. As part

of the installation VSC delivered an Octopus Newsroom system, Apple XServe storage SAN and an Atempo ADA archiving solution. The system was designed for a channel to broadcast on both the cable platform and on national IPTV, as well as through the web and to generate content for closed circuit channels/corporate TV.

The channel automation system that interlinks these solutions is based on the FORK software by Building4Media. The FORK Production Suite solution combines the managing of all the processes needed for a file based transmission, offering fast processing from the material ingest to transmission with extremely efficient cost base due to the reduction in the number of operators and in the integration of all existing computers in the network. At Económico TV all journalists can edit their material directly from their desks using simple Apple Mac Mini computers. The only VTRs in the station are the ones strictly necessary for the ingest of material coming from outside sources. Apart





from that, the Building4Medias FORK system is in charge of the management of work flow, integrating video SD/HD capture from AJA, directly installed in the stations Apple Mac XServe (all in a centralised technical "database"), with a flow completely based in the DVCPRO HD format at 100 Mbits. Any signal transcoding required is handled by a Teletream Episode engine. The graphics for the channel were provided by Portuguese graphics company GoTV utilising their Infostudio integrated graphics system.

Turnkey System

VSC designed the channel workflow and supplied and integrated the newsroom,

"We chose VSC Design for their proven work in system integration. We needed an independent consultancy to supervise all third party manufacturers and suppliers. Our time schedule was quite ambitious as we started the project in May and wanted it delivered in September. At this stage we can say it was a good decision to involve VSC. They have been a great help in the process and in future projects we would like to extend the collaboration even more."

Antonio Rocha Lopes,
Technical Director, Diário Económico

automation and archive system as a turnkey solution for Diário Económico. The requirement to operate in HD necessitated the installation of a fiber based infra-structure. This was also required to guarantee traffic and access to the data stored in the SAN system and digital archive without bottlenecks. The fiber network connects directly to the apple XServe systems, minimizing the need for distribution of signals in HD-SDI and hence base band video cabling is reduced to a minimum.