



TSL To Design QVC Italy HD Studio

A developer of technical and operational foundations for broadcasters worldwide have announced an agreement to design and install a highly sophisticated broadcast system for the launch of QVC's retail business in Milan.

TSL has already started design and procurement for the new channel's system. Pre-build and testing will take place at TSL's facility in Maidenhead, UK, with on-air launch in Milan planned for October 2010.

The project includes two large live studios totalling 984 square metres with one of the largest moving track lighting grid systems installed to date. The full HD facility will include a provision for 3G HD capabilities.

QVC will provide a large, proprietary "QSAAM" scheduling, automation and asset management system with which all other technology will be integrated. The main production and transmission server environment will be Quantel-based.

TSL Project Manager Andy Appleyard said: "This represents another excellent opportunity to do one of the many things we do best - design, procure, build and install a new system from concept to completion."

QVC Italy's two live control rooms will be identical. Amongst other technology specified by TSL is the implementation of TSL's "Tallyman" tally system, which interfaces with mixers, routers and multiviewers.

Tallyman will enable cameramen and talent to know which feed is being taken to air and which camera is live at any given moment. The project also includes four edit suites; up to four ancillary studio spaces for additional production work; and a Pro Tools-equipped audio suite with VO booth, 2D and 3D graphics areas and a master control and layout area.

QVC, owned by US-based Liberty Media (NASDAQ: LINTA, LINTB) is currently available in the USA, UK, Germany and Japan. The new QVC Italy will further expand the reach of the broadcaster's multi-media retail enterprise.