



TSL Completes Fully Assignable Studios For QVC Italy



QVC Italy Full Motion Video Studio - flexible shooting space for product clips QVC Italy Full Motion Video Studio - flexible shooting space for product clips

(07/09/2010) TSL today announced that it has completed a highly sophisticated broadcast system designed, built and installed for leading multimedia retailer QVC's service to Italy, scheduled to launch in October.

Based in Milan, QVC Italy's new HD broadcast facility includes two identical live control rooms and four live studio floors, totalling more than 950 square metres, plus one of the largest studio-based moving track lighting grid systems installed anywhere in the world.



QVC Italy Live Control Room - one of two identical studio galleries TSL Managing Director David Phillips said, "It is not an empty claim to say that this new facility is one of the most modern, functional and highly intuitive in the world."

In addition to two ancillary HD studios and edit suites for additional production work - and a Pro Tools® audio suite with VO booth, live and preparation graphics areas - the QVC facility makes extensive use of TSL's "Tallyman" system, which interfaces with mixers, routers and multi-viewers, providing the ability to throw facilities, at the push of a single button, from one live control room to the other.



QVC Italy Sound Control Room - one of two acoustically separate spaces According to TSL Project Manager Andy Appleyard, "The flexibility of Tallyman is one of the keys to QVC's new facility. Tallyman's touch screen control panel provides what QVC wanted right from the beginning, the ability to throw control from Live Control 1 to Live Control 2, and vice versa, with the push of a single button. This means that any, or all, of the five key operations instantly become live in the other room. That means it can be a split-live operation with all the advantages that has to offer. It's a complex system to develop and test, but once installed it's incredibly smooth and intuitive."

QVC Italy is scheduled to broadcast live 17 hours a day on digital terrestrial with an aim to reach 17 million homes. The network is also scheduled to air on satellite via Sky Italia SpA.

TSL's Phillips added, "The project was divided into nine areas, three of which were due for July handover with the other six due for September. Instead, we handed over seven areas - all of which QVC accepted - in July. The remaining two areas have also been delivered ahead of schedule."