

Case Study

La Télé

La Télé presents a unique studio approach with Philips Professional Display Solutions.

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“Our Philips displays enabled us to have two truly versatile studios capable of instant visual transformations in the most efficient way possible.”

François Vittoz, IT Director, La Télé.





Background

Broadcasting news and magazine programmes since 2009, La Télé is a French-speaking television channel with two studios based in Vaud and Fribourg, Switzerland. As one of only 13 licensed regional TV stations, La Télé is popular for its diverse selection of shows covering politics, economics, social commentary, sports and cultural news. With its progressive set-up, this station provides an open space for people to express themselves and exchange views to inform and entertain their audience.

Challenge

An ever-expanding list of TV programmes and audience reach meant that La Télé needed an innovative solution to give each show's set design a distinguished look. With two small studios used for back to back recording sessions, the ability to change the visual aesthetics of each set as efficiently as possible was essential. Furthermore, each studio needed to be capable of supporting the various set formats including narrative presentations and multi-guest debates and gameshows.

Solution

To meet the unique needs of La Télé, leader partner Informatique NEXAN SA called upon Philips Professional Display Solutions. Matrix Resolution SA's expertise in VideoWall integration was also called upon for the adjustments and calibration of the displays. The company Mediasupport of D.Kunz has created a custom software driven by the Newsroom Computer System (NRCS) in order to drive each display independently. A turnkey design approach was led by the studio's internal team to cover both current and future needs of the station. X-Line Videowalls paired with oversized 86-inch Q-Line displays were strategically installed in each studio. All screens can be managed automatically or manually via a custom control system to display newsfeeds, branded set scenery, gameshow questions, and

other unique elements without the need of an extra person in the control room. This resulted in faster set changes, better flexibility and greater cost efficiency for the station

Benefits

Versatile design: Strategically placed displays enable an instant studio makeover with the ability to drastically change the ambience using custom imagery and info streams to complement each program.

Central control: The CMND system allows the calibration of the screens. Content updates from a central point is managed by a dedicated software created on an open source Caspar CG platform.

Future-proof: New features can be easily added to meet evolving requirements, ensuring the latest technology is always available without extra hardware costs.

Remote upgrades: Software can be efficiently updated remotely by La Télé so that each display runs smoothly with the latest UI and stability features.

Fast facts

Client
La Télé

Location
Vaud and Fribourg,
Switzerland

Project
Two new studio
solutions for La Télé

Products
Philips X-Line
BDL4988XC (24
units) and Q-Line
86BDL3050Q (3 units)

Partners
Media Support, D.Kunz
Informatique NEXAN
SA and Matrix
Resolution SA

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