

# Technology

## IBC to show Katzenberg interview in live 3D

The world's first transatlantic high-definition stereoscopic 3D broadcast will take place at next month's IBC technology exhibition, writes WILL STRAUSS.

An interview with DreamWorks Animation SKG chief executive Jeffrey Katzenberg in Los Angeles will be captured on multi-camera stereoscopic equipment using technology from 3Ality Digital.

It will then be delivered by Arqiva to a conference audi-

torium in Amsterdam. Once the signals are inside the RAI Centre, a 3Ality decoder will pass the left and right eye signals to projection company Christie, which will play the interview to more than 1,000 delegates.

Viewers will wear a pair of Real D polarised over-glasses to view the stereoscopic images.

"Stereo 3D is still in its infancy in many ways" explained 3Ality chief executive Steven Schklair.

"We have been making impressive 3D movies but live transmissions bring their own unique challenges.

"Like every live show, there's less time to make corrections and no room for error. One of the big challenges has also been how to keep the parallel signals in perfect synchronisation. That's a special challenge over satellite links where atmospheric conditions can be problematic."

To overcome this issue, 3ality will multiplex the 3D signals into a single 2D signal for transmission. At the receiving end the 2D signal will then be unwrapped back into a 3D picture.

3ality will use two camera rigs for the acquisition. This will allow them to demonstrate that 3D pictures can be cut and mixed live.

The Katzenberg interview will air at IBC on Sunday 14 September.

## Fairlight secures supplier for UK market

Total Audio Solutions has been appointed as the UK supplier for digital audio workstations made by the Australian manufacturer Fairlight, writes WILL STRAUSS.

The Worcestershire-based company will set up a Soho demo office this month to help sell the company's kit and has already put in place a dedicated business and support team.

The entire Fairlight production and post-production range will be made available. Fairlight sales director Stuart DeMarais said: "Joining forces with Total Audio Solutions will enable us to introduce the Fairlight platform to a much wider audience."

Fairlight kit was previously available through Tekcare. Total Audio Solutions distributes and supplies professional audio products and also designs, specifies, and installs equipment into outside broadcast vehicles, radio, television and recording studios.

Fairlight equipment, powered by the company's CC-1 FPGA digital processing engine, is used in the UK by audio post facilities Hackenbacker and Marmalade.

## Devil's Lane unveils commissioning site

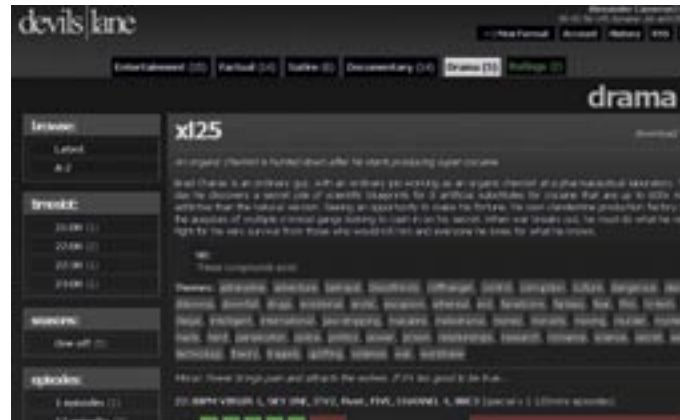
By Will Strauss

New multiplatform production company Devil's Lane is using a self-built website application to help get its programme ideas commissioned.

Rather than pitching formats either face to face or via email, the indie is using a secure online portal that allows in-house and external development staff to work together on a concept, and also gives commissioning editors access to format ideas.

Called Idea Feed, the concept was devised and built by IPTV entrepreneur and Devil's Lane founder Alex Cameron. He believes that it gives his company a competitive advantage as commissioning editors can get involved with ideas straight away.

"I like to think we are putting control back into editors' and commissioners' hands," he explained. "They can log in and browse for new programmes at their leisure instead of being buried under an avalanche of pitches



Idea Feed: Devil's Lane new online portal designed to build ideas

every day [and] they can be involved from the beginning."

Commissioners can search by genre, theme, timeslot and target audience. They can also read episode treatments and see who else is interested in an idea. At the same time multiple development staff can work on a concept.

"Using an online system has also meant we are free to collaborate wherever we are," said Cameron. "We can invite perspectives from collaborators in differ-

ent countries even if we can't be in the same room."

Idea Feed, which went live last week, took Cameron and his technical team two weeks to build. The Devil's Lane line-up includes creative director Cameron and producers Joanne Reay and Jessica Roscoe. More appointments are expected in the coming weeks.

Cameron sold his first company, the IPTV and VoD consultancy Digital TX, to an unnamed content broker in April.

## Briefs

### Red One for Digital Vision

Digital Vision has adapted all its picture enhancement software systems so they work with footage captured on Red One cameras. Following the release of Red's software development kit (SDK) this month, users of Digital Vision's Film Master will now be able to grade native Redcode Raw files, improving the workflows of feature film, broadcast programmes and commercials shot on the Red One camera.



### Office move for Prism Sound

Prism Sound, the manufacturer that bought audio workstation brand Sadie earlier this year, is consolidating its businesses and moving into a building previously owned by Studio and Audio Video. Its current Cowley Road offices will close and the entire business will relocate to The Old School House in Stretham, Cambridgeshire, where it will have access to a fully equipped demo facility, offices and R&D facilities.

### Cut-down Kahuna switcher

Snell and Wilcox will release a cut-down version of its Kahuna production switcher at next month's IBC exhibition. The multi-format HD and SD machine is a one mix/effects model designed for live, fast-paced production environments. It offers much of the performance benefits of the full Kahuna but is more cost effective for smaller outside broadcast units, studios and other applications with space constraints.

### New version of Maya

Autodesk has released a new version of Maya to celebrate the 3D software's 10th anniversary. Maya 2009 includes improvements to its rendering and compositing capabilities. Also new to this version is the solid Mental Ray multi-render pass workflow. This can provide a more effective production by optimising render times for multiple render layers that, in turn, will improve the quality of work. For stereoscopic 3D films, Maya 2009 will offer a new stereo camera rig, complete with in-view port stereo viewing.

### Technology Focus

## DRIVEDATA LL4 – MOTOR RACING-STYLE VIDEO TRANSMISSION

### ● What is it?

A new digital video and audio transmission system that works over several kilometres and operates around buildings and other obstacles.

### ● Who is it for?

Developed by Drivedata, an independent technology company founded by ex-Thundersaloon racer John Chambers, the LL4 has its origins in motor sport. But this new application could work for lots of different types of outside broadcasts as well as on-board sports coverage. It can be used in body worn, mobile and temporary fixed installations and is available for purchase or rental.

### ● How does it work?

The LL4 uses the digital COFDM (coded orthogonal frequency division multiplexing) modulation techniques and diversity reception to deliver high quality, low latency video images in conditions where traditional analogue FM methods fail. The use of ultra-low bandwidth ensures increased receiver sensitivity when compared with conventional analogue techniques.

### ● How do I find out more?

www.drivedata.com

