



CASE STUDY

ABC Chooses IQDLOG Logo Inserters

The Snell & Wilcox customizable serial port interface allows logo generators to be controlled via the ABC's playout automation

The Customer

Australia's only national, non-commercial broadcaster, the ABC (Australian Broadcasting Corporation) provides a diverse schedule of programming from sports to science, documentary to drama, arts to comedy, and education to entertainment-with more than 80 new programs launched each year. ABC TV first went to air in 1956 and remains the only Australian broadcaster to serve all regional areas of the country.

The Challenge

To choose reliable, worry-free, seamless logo inserters that perform well in a multi-channel, multi-format broadcast environment.

The Snell & Wilcox Solution

Snell & Wilcox's IQDLOG is a sophisticated SDI logo inserter that can insert a channel or broadcaster logo directly from a network file. The unit is capable of adding static or animated, full 8-bit, color logos at any point in the active picture region of the SDI stream.

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The logos or animation sequences can be of any size or length, to a total of 250K pixels. Logos are downloaded over the RollCall™ network. A simple animation control file allows easy creation and manipulation of the animation parameters.

The Results

The ABC purchased several Snell & Wilcox IQDLOG Logo Inserters to provide the station's on-air channel identification watermarks. The customizable serial port interface allowed the logo generators to be controlled via the ABC's playout automation so that genre-specific logos are brought up for particular programming. For example, a specific logo is brought up for identifying the ABC's early morning "ABC Kids" program.

In addition, manual override by the ABC staff is possible using Snell and Wilcox's Rollpod custom remote control panels in the network's presentation suite.