



## CASE STUDY

## Henninger Uses Ukon™ Platform in Virtual Telecine Environment

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**Sam Crawford**

Chief engineer  
Henninger's Arlington,  
Va., facility.

Snell & Wilcox's universal conversion platform allows standard definition video to be integrated into high-definition productions

**The Customer**

Henninger Media Services, serving clients throughout the Mid-Atlantic region of the U.S., delivers concept-through-delivery solutions for all forms of electronic media. Since 1983 Henninger, headquartered in Washington, D.C., has been a leader in new technologies—including high-definition video, 35mm film, DVD and the Internet.

**The Challenge**

To integrate-in a seamless way-standard definition video material into high-definition programming, whether it be secondary DV video footage or vintage archival material.

**The Snell & Wilcox Solution**

Ukon, Snell & Wilcox's universal conversion platform, can be configured to provide upconversion, downconversion, and crossconversion (SD-to-SD or HD-to-HD) either singly or in any combination. The system handles different frame rates, image sizes, and aspect ratios, as well as AES and compressed audio formats. Because it also carries out time-code conversion from any SD or HD format to any HD or SD format with exact frame mapping, Ukon is ideally suited for applications in which precise lip-sync and time-code integrity are important considerations.

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## ► The Results

Henninger Media Services is using Ukon in a virtual telecine environment to enable SD video footage to be integrated seamlessly into finished HD productions. Ukon was installed in a multi-standard finishing suite along with a da Vinci 2K color correction system to deliver high-quality HD onlines to clients such as Discovery Channel and A&E's History Channel.

"We selected the Ukon for our conversion suite because it's the best converter available today," said Sam Crawford, chief engineer for Henninger's Arlington, Va. facility. "It understands every HD format out there and has a setting for each one. Because it recognizes different formats and can tell the difference between interlaced and progressive, Ukon is able to identify exactly the right kind of processing to get the best conversion."

"It does an unbelievable job of upconverting to HD, and as a result we can leverage both clients' SD and HD media resources without compromising quality," Crawford concluded.