

Dubai TV [UAE]



High tech studio at the heart of the Middle East

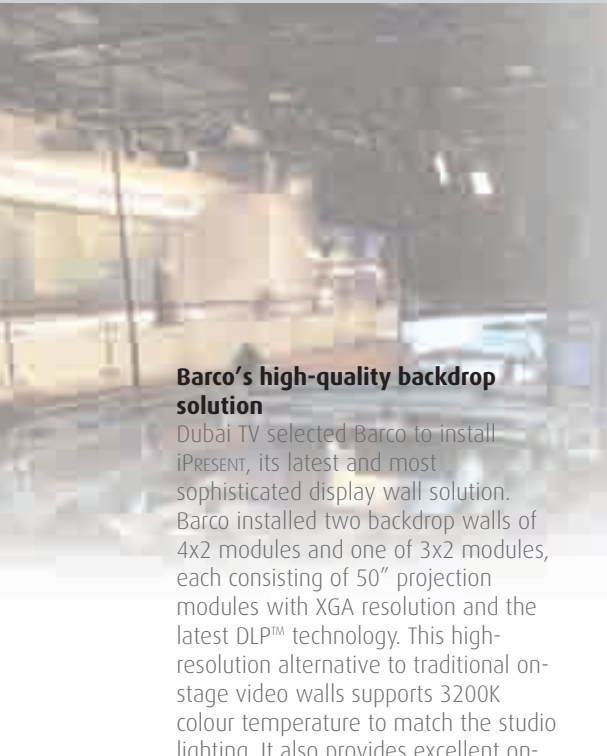
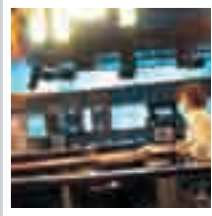
In June 2004 Dubai TV started to broadcast live from the largest and most advanced studio of its kind in the Middle East. Dubai TV's newsroom is centered around an impressive multi-stage and multi-floor set design and includes studio facilities and state-of-the-art audio-visual and IT technology as well as dynamic news production equipment.

Dubai TV decided to invest in a brand new TV studio that is setting a new standard in the Middle East not only in size but also with cutting edge high tech equipment. The studio includes six different sets for main international news bulletins, international news briefs, sports news, political programs, talk shows and debates, current affairs, local news briefs, dynamic stand-up locations, weather and VIP/guest programs. The focal point of the studio is Barco's dynamic backdrop display solution, featuring excellent high resolution, excellent on-camera performance, superior flexibility and high interactivity. Three Barco iPRESENT walls have been installed covering a total surface of 20m².

"One of the main issues that we have always had with video walls in the past is that the minute a lamp goes out, it's very difficult to calibrate the monitor so you can't retain the same color temperature and video levels as the others," explained Hassan Chahine, Technical Director Dubai Media Inc. "But the Barco solution installed at the newsroom is a new, sophisticated solution that uses a dual lamp system. The minute one lamp goes out, another instantly lights up in its place and within two to three seconds, the internal software automatically calibrates the brightness level to match the rest of the cubes on the wall."

BARCO

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Barco's high-quality backdrop solution

Dubai TV selected Barco to install iPRESENT, its latest and most sophisticated display wall solution. Barco installed two backdrop walls of 4x2 modules and one of 3x2 modules, each consisting of 50" projection modules with XGA resolution and the latest DLP™ technology. This high-resolution alternative to traditional on-stage video walls supports 3200K colour temperature to match the studio lighting. It also provides excellent on-camera performance and wide viewing angles for optimum flexibility of camera positions. The high quality projection modules based on the latest DLP™ technology incorporate dual lamps with hot stand-by capability resulting in 100% availability.

State-of-the-art broadcast service for the community

The Dubai TV studio was planned, designed and created from scratch within four months. This was a huge challenge, but thanks to the excellent cooperation with Intertech Vision

Middle East, Barco's business partner in Dubai, the project was a real success. Today, Dubai TV broadcasts news 24 hours a day and has scheduled more than 20 new programs, all locally produced. The goal of becoming the leading Pan-Arab TV station is getting closer every day.

The transition from a conventional state broadcaster to a dynamic television network has not been an easy one but as with all things, Sheikh

Mohammed and his cadre of young Emiratis have proved that anything is possible in this part of the world. Dubai is recognized the world over as a modern and progressive country. Dubai TV was committed to provide a state-of-the-art and unrivalled broadcast service for the community. Their mission is to reflect and build upon this recognition through the transformation of their radio and television services into one that is amongst the best in the world.

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