

VTM, Belgium

Improving quality of news presentation

“With our totally restyled newsroom and studio, we are implementing the latest technologies as a guarantee for reliable news and stable screen images.” ”

Stef Wauters,
Chief Editor and news anchor, VTM



When Belgian broadcaster VTM planned the redesign of its news studio for 2008, it intended to further improve the quality of its news presentation. With the successful installation of a Barco video wall in the restyled VTM news studio, Flanders' biggest commercial television station proved that it was able to meet this intention. Barco's video wall offers VTM the most reliable display technology, with outstanding picture quality and vibrant colors for statistics, background information and live interferences during news emissions.

BARCO

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Belgian broadcaster VTM redesigns news studio with advanced Barco video wall





Since its founding in 1989 VTM has aimed to bring the public best quality news. Chief Editor and news anchor Stef Wauters explains: "With the founding of VTM in 1989 we wanted to bring the Flemish television viewers a completely different news approach. From the beginning we aimed to be the fastest, most accessible news source of Flanders, alert and trustworthy. Not only with our news bulletins and general interest programs, but also with online news and text messages. With our totally restyled newsroom and studio, we continue this tradition by implementing the latest technologies as a guarantee for reliable news and stable screen images". VTM will use the large video wall for live reporting and to back up the news topics with graphics, statistics and background information.

Color quality matters

It is the second time VTM chooses Barco for its newsroom video wall system; the previous VTM news studio was also built around a Barco wall. The recent Barco 180W-lamp video wall installation is part of the OV-D2 series and features vibrant colors, high contrasts, and large viewing angles tailored to the human eye. Barco's Sense⁶ technology offers continuous video wall uniformity over time and maximum readability. VTM Project Manager News Rooms Guy Hannaert: "Screen stability in news emissions is very important, as the walls are watched by a huge number of people. In the case of VTM at least 1.250.000 people in Flanders watch VTM-news every day". Guy Hannaert continued: "Besides this, the quality of colors mattered to us. The wall is made of 18 display cubes measuring 50" each that must have the same color definitions. Finally, the graphics and stats must be readable for both the anchors in the news rooms and the people at home."



About VTM

VTM is part of the multimedia company VMMa (Vlaamse Media Maatschappij), owner of 3 television stations (VTM, 2BE and JIM), 2 radio-stations (Q-music and 4FM), a television production company (Studio A) and Paratel, specialized in interactive communication. VTM started in 1989. It was the first commercial television station in Flanders and is still by far the number 1 of the private stations.



Barco's high-bright video walls for backdrop applications

Barco's has designed high-bright versions of its rear-projection video wall displays which are specifically optimized for studio backdrop applications. The high-bright OV-D2 video walls feature a 180 Watt lamp system and are dealing with specific light conditions in TV studio environments.

Barco has launched high-bright versions of its 50", XGA OV-508 and 70", XGA OV-708 video wall systems. Both systems are equipped with 180 Watt lamps with significantly extended lifetimes.

In addition, the high-bright video walls have a built-in inter-cube video scaling system which allows to present images with a resolution of up to full HD (1920 x 1080) scaled onto the full video wall. The scaling system requires no extra hardware or software and provides the most accurate images without quality loss. Finally, the high-bright OV-508 and OV-708 include an optional 3200K color filter for studio environments with artificial lighting.



Ref. no. R599012SSTE0808R000

Barco is an ISO 9001 registered company.
The information and data given are typical for the equipment described. However any individual item is subject to change without any notice.
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