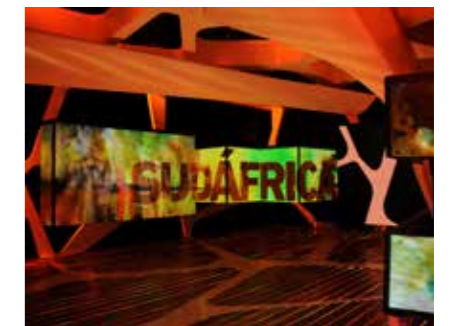# Stunning backdrops to captivate your audience

Broadcast visualization solutions

BARCO

Images taken seriously

Offering the audience an ultimate viewing experience: that's the ambition of the broadcasting industry. Backdrops and other visualization equipment play a vital role in that, because the perception of the show's professionalism and credibility is influenced largely by the quality of the images.

So, the backdrop image quality is extremely important for a show's success – but other criteria like reliability, calibration, and ease of adjustment (changing the color temperature and colorimetry when studio lighting changes) are of equal importance.

Barco has been a top player in quality broadcast solutions for many years. All over the world, millions of people watch Barco every day. We offer backdrops in all technologies – including tiled LCD, rear-projection cubes and direct LED. The introduction of Barco's RGB laser illuminated video walls has created a revolution in backdrop visualization, because this technology is especially suited for these applications – not only in terms of image quality, but also when it comes to flexibility, reliability, and ease-of-use.

And in addition to the backdrop, the signal distribution needs to be handled with appropriate attention. Technicians need to be able to control all sources, handle transitions, insert windows, and more, in both recorded and live settings, with utmost ease, accuracy, and timing. With a range of signal distribution solutions that fit the backdrops like a glove, Barco presents the ultimate ecosystem for the broadcast market.

Decades of experience

With numerous installations worldwide, Barco has a very long tradition, and a prominent reputation, in the broadcast market. But Barco is a lot more than broadcasting. We draw our experience from a number of additional professional markets, including cinema, control rooms, and staged entertainment. Our experience with high-profile events – including the Eurovision Song Contest (a show watched by over 200 million people) – gives us the needed know-how to shine in any project.

The camera loves our backdrops

Over the years, the Barco brand name has become synonymous with excellent image quality, the highest reliability, and great visual performance over the complete backdrop. Our differentiators include an untamable quest for image excellence, durability in every component, and a deep understanding of the market's needs.

Why RGB laser is an absolute star

Some people simply look good on TV while others don't. The same goes for video wall technologies. RGB laser is the camera's absolute favorite, outperforming all competing technologies in tests. Even our own engineers are amazed by the excellent results... Is it the high brightness, 2x that of mainstream rear-projection modules? The unmatched colors (allowing the user to select color triangles including Rec.709 and Rec.2020), focus and contrast levels, enabling an amazing viewing experience? The flicker-free viewing experience at different frame rates, especially while zooming, tilting and panning? Or the consistent brightness and color representation under wide viewing angles, enabling broadcast directors to change the camera position at any time? Whatever the reason, the most important thing is that your audience will love the RGB laser backdrop!

Backdrops that don't fail

Because we know that a TV producer's worst nightmare is a failing backdrop during a live broadcast, we make sure the reliability of our displays is the highest in the market. Not only do we use the highest quality components, but we also provide back-up systems for the critical components. This high level of redundancy gives the technical staff the peace of mind to focus on the broadcast, not the backdrop.

Stable colors and brightness, over the complete canvas

Barco has developed its Sense X and Sense[6] automatic color and brightness calibration systems for tiled LCD and rear-projection video walls. These unique systems measure all parameters continuously to balance the image across all of the individual panels perfectly. So the complete backdrop presents a uniform image to the audience all of the time.

Quickly adjust to changing studio lighting

For backdrops, no single setting fits all applications. That's why we make the color temperature, colorimetry, brightness and white point settings easily adjustable – upon installation and over time as a studio's set-up evolves. When the studio lighting changes, the backdrop settings can be adjusted quickly and precisely (in arbitrary steps), so no valuable production time is lost.

Seamless canvas with touch capabilities

Many modern broadcasters use the benefits of touch-enabled backdrops to add interactivity to the shows. Our proprietary NoGap glass screen is an excellent choice for backdrops, and can easily be equipped with touch technology. Furthermore, these special screens also minimize the gap between rear-projection modules, creating a near-seamless canvas.

Curved options available

Your studio layout requires a curved backdrop? No problem. Curved options – either in a smooth curve or facetted – are available for the entire wall to meet all design considerations.

Silence — camera — action!

RGB lasers are highly energy-efficient, which means that all the energy goes to creating light, not heat. This is not only good for the environment and for your energy bill, but it also means that no fans are needed for cooling. The result is a backdrop that operates at a noise level comparable to that of a library, ensuring the anchorman can always be heard clearly.

The ultimate ecosystem for backdrop solutions and signal distribution

A Barco backdrop with a Barco image processor is a winning combination. Interoperability between these systems is thoroughly tested, so we can guarantee there will be no glitches during production. Barco's presentation switchers use a mixer approach, giving the you a comfortable and familiar working environment, and a great experience. Broadcasts can be mastered and monitored from a PC, and can either be prepared upfront or mastered live.

Our offering

Every backdrop project has different requirements in terms of physical size, brightness, seams, resolution, and budget. That's why Barco has an extensive portfolio of backdrop visualization solutions. And we can offer our customers not only a wide selection of sizes, but of technologies as well. Each technology has its specific benefits, but all share the Barco quality label. In this way, you can select the backdrop that matches your needs exactly.

RGB laser rear-projection video walls

Barco's unique RGB laser video walls are perfect for broadcast backdrops, delivering very high brightness values, vibrant colors, and deep contrast. By offering easy adjustment of colors, brightness and white point, studio professionals can quickly adjust the backdrop to the optimal settings for the cameras. What's more, the system's high reliability, flexibility and low TCO prove that we also cover criteria beyond image quality. All this makes Barco's RGB laser video walls the top choice for the broadcast industry.

Key features:
- Flicker-free video experience at different frame rates (50 Hz & 60 Hz)
- Excellent viewing experience with different studio lighting temperatures (especially at widely deployed 3200K & 5600K)
- 2x more brightness than mainstream LED-lit rear-projection video walls
- Unmatched colors (up to 170% of REC709 color gamut)
- Redundancy of critical components
- Consistent brightness and color representation under wide viewing angles
- Seamless color temperature adjustment with a click
- Automatic color and brightness adjustment using Barco's Sense X technology
- Library noise level

LED-lit rear-projection

With high reliability, great image quality, flexibility and a low TCO, Barco's LED-lit rear-projection systems have been the standard broadcast studio backdrop for many years. Sharing many advantages of their successor – the RGB laser range – these models are particularly useful in applications where brightness is not critical.

High-definition LEDs

For ultimate brightness, Barco offers its unsurpassed LED walls. With extremely high resolution, these LED walls are perfect for backdrop applications. Because these LEDs are dimmable while maintaining color depth – a capability that's unique in the market – they are easy to integrate in broadcast studios.

Tiled LCD

Narrow-bezel tiled LCD video walls offer great image quality, high brightness, and an advantageous price tag. Barco has optimized this technology for use in critical environments like television studios, by making them ultra-reliable in terms of MTBF and image quality. With auto-calibration, ultra-narrow seams, and redundant video input and power supply, Barco's tiled LCD video walls have everything it takes to star in a TV show.

Full show in a single box

Barco's image processing systems provide complete show control, including: source selection, advanced windowing features, seamless switching, video effects and integrated control for professional video presentations. These presentation switcher systems make a great tandem with Barco's video walls to create a stunning real-time studio experience. Moreover, Barco's solutions are interoperable with third-party vendor switching systems.

> The content on Barco's video walls can be changed so easily that we can quickly adjust the graphics, colors, lighting, ... to meet the different needs of all 6 programs being produced here daily.
>
> **Antonio Posse**
> Engineering Director CRTVG

From the professional visualization experts

Barco designs, manufactures and markets innovative hardware and software visualization solutions for a variety of applications, such as traffic management, surveillance, command and control, broadcasting and telecom networks and utilities and process control.

With Barco's visualization solutions and services, control center operators are offered a real-time collaborative work experience for monitoring, response dispatching and coordination, access and flow control, recording and overall systems control for 24/7 operations. Barco's solutions allow for efficient collaboration, monitoring and on-screen interaction with data sources and sensors. Highlighing potential congestion points, Barco's solutions help coordinate emergency responses more efficiently.

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ENABLING BRIGHT OUTCOMES

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