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Marshall Electronics

Charter Broadcast Enhances Global Services with Marshall Electronics Monitors

Summary

Organisation:
Charter Broadcast

Industry:
Television broadcasting

Challenge:

Enhance television broadcasting solutions with high performance rack-mount LCD monitors

Solution:

- 82 x Marshall Electronics V-R171P-AFHD 17-inch monitors
- 25 x Marshall Electronics V-R72P-HD dual 7-inch monitors
- 30 x Marshall Electronics V-R102DP-2SD dual 10.4-inch monitors

Key Benefits:

- Competitive advantage in a global market
 - Reduced maintenance requirements
 - Future-proofed technology to extend return on investment
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Since being founded in 1991, Charter Broadcast has established itself as one of the worlds most innovative and professional providers of custom built television facilities to broadcast and television production companies. Its global client base, which includes companies such as television giants ESPN, the UK's BBC, NBC in the US and locally, Channel 9, is serviced by Charter operations located in London, Sydney and Singapore.

Among the many high profile events for which the company has provided broadcasting facilities, the Olympics, Wimbledon Tennis Championships, Formula One Racing and the 2006 Commonwealth Games are only a few.

With increasing competition and the need to provide its clients with broadcasting facilities that exceed – rather than meet – accepted standards, Charter embarked upon a broad technology refresh program, with approximately 1,200 rack-mount LCD monitors being among the first to be targeted.

Identify the world's best LCD monitors

In order to identify and evaluate possible monitor solutions, five of Charter Broadcast's most senior engineers attended the 2005 National Association of Broadcasters annual convention in the US – an event heralded as the world's largest electronic media show.

According to Charter's Sales and Marketing Director, Manny Papas, the "hoped for" result was at best a *majority* vote from the five engineers. "The real surprise came when all five engineers agreed almost without any hesitation that the family of Marshall Electronics monitors represented the best possible solution and technology," he says. "And when you have five top grade engineers, each with at least 15-20 years experience, all agreeing on a single product range, you can be pretty sure you have the right answer."



TECHNOLOGY DISTRIBUTORS



Following negotiations with Marshall's Australian distributor, Image Design Technology (IDT), Charter purchased 137 monitors, representing phase one of a three-year monitor upgrade program.

Creating a business differentiator

With the provision of contract broadcast and television production facilities being a highly competitive global industry, Charter's decision to purchase Marshall Electronics monitors are regarded within the company as being an important means of creating a strong business differentiator.

Papas explains: "We're providing services to some of the most high profile and demanding broadcasters around the globe; and it's nothing short of imperative that whenever we provide an on-site broadcast facility to a client, the quality of every single component is second-to-none."

In discussing the quality of the Marshall monitors, Papas points to numerous issues that make them particularly beneficial in the broadcasting studio environment. The first of these is the wide viewing radius, with up to a 170 degree radius in any direction for the 17-inch R171P-AFHD.

"When you have people working in an environment where there can be anywhere up to 200 rack-mounted monitors, it's fairly obvious that they won't be sitting directly in front of each one," Papas says. "This is where the wide viewing radius features of the Marshall monitors really pay dividends. Almost regardless of where someone is situated in the flight pack [broadcasting studio], they can have an optimum view of each monitor."

While the viewing radius of the monitors is a strong feature of the Marshall Monitors, Papas is quick to point out the enormous value afforded the company by the monitors' high resolution. "Even the seven-inch model has a 1.2 million RGB pixel capability," he says. "And on the 17-inch model, that shoots up to 2.3 million! And when our solutions are being used by some of the most



experienced – and demanding – broadcast professionals in the world, this is precisely the level of quality they’re expecting.”

Adding further to the suitability of the monitors to Charter’s operations is the single-unit design form. “When we looked at various other vendors’ monitors, many of them were two-piece systems, with the electronics contained in a separate box and connected to the monitor by a cable,” Papas explains.

“With the Marshall monitors containing everything in a single unit, it’s much lighter – so our freight costs are less – and is a major contributing factor to our ability to build flight packs more quickly than would otherwise be the case.”

Delivering absolute reliability and futureproof support

Reliability of the Marshall monitors is crucial in Charter Broadcast’s ability to provide its clients with the best possible service; and the five year/50,000 hour backlight life plays an important role.

“These monitors are in use for at least 10 months of the year,” Papas says, “with the remainder of the time primarily taken up with shipping and setting up of flight packs. “Without a doubt, the Marshall monitors have been incredibly reliable, which means our clients are able to operate more efficiently and once established, our flight packs require an absolute minimum of maintenance.

“In the unlikely event of failure, though, IDT’s commitment to holding spare units in stock ensures that we’re able to gain the full benefits of having fail-over unit availability *without* the associated expense.”

With approximately 1,200 monitors to be replaced over a 36-month period, supporting the protection of this large investment are the multiformat input capabilities built-in to the Marshall monitors.

“The fact that the monitors have full support for Standard and High Definition as well as S-Video, DVI, Composite and even PC-SXGA, means we’re able to cater to the market of today and then well into the future,” Papas says. “Essentially, in combination with all the features and capabilities of the Marshall monitors, we’re futureproofing one of the most important areas of our business.”