

CNN-IBN, India

Stimulating real-time interaction with viewers

“Barco has played a pivotal role in meeting CNN-IBN’s commitment to provide superior quality content. Its technology, expertise and experience have fulfilled all our requirements. We are pleased with their services and will surely work with them in the future.”

Mr. Piyush Gupta, General Manager
Operations, Network 18, India.



When Indians put on their TVs to watch the CNN-IBN news on 1 November 2008, they could witness how the studio had been greatly refurbished. CNN-IBN had joined forces with Barco to implement the very first Barco interactive backdrop solution in India: a total system with a high-quality rear-projection wall at its heart. The display wall and the accompanying controllers and processor have now converted the CNN-IBN studio into a state-of-the-art facility that provides the viewers with a captivating visual experience.

CNN-IBN is the English news channel of IBN 18 Network (part of the Network 18 group), India's leading full play media conglomerate with participating interests in television, the Internet, etc. Besides CNN-IBN, IBN 18 Network also operates IBN7 and IBN Lokmat, India's most important Hindi and Marathi channels respectively. The CNN-IBN channel operates from its headquarters in Noida, close to Delhi, and reaches over 40 million Indian households, thereby leading the English news channels in India.



Exceptional viewing experience

With the Indian Entertainment and Media industry, and especially the television segment, growing steadily over the past few years, the channel is committed to retaining its market leadership. "We permanently strive to deliver sustainable value to our viewers by providing them with an exceptional viewing experience," explained Mr. Piyush Gupta, General Manager - Operations. "We therefore decided to replace the plasma screens used at our news studio by a large-size video wall. No other supplier could provide such a large video wall with a flexible layout, high graphics quality and the state-of-the-art processor and controller like Barco. Besides, previous experiences with Barco had already taught us that the company successfully combines faultless quality with outstanding local customer support."



Backdrop solution for broadcasting sector

The Network 18 and Barco engineers installed a video wall of 18 rear-projected 50" display cubes, in a 3 x 6 line-up, with two 3ME Encore Processors and driven by Barco's Encore show controller. This all-in-one backdrop solution allows live, in-studio broadcasters to show a multitude of video and graphical windows and produces smooth transitions from one display wall layout into another. Thanks to its high resolution, superior flexibility and excellent on-camera performance, the backdrop solution permits great interactive use and increases accessibility for the audience.

Interactivity and reliability

Mr. Gupta illustrated how this viewer interactivity was demonstrated shortly after the system was installed - when terrorists attacked multiple locations across Mumbai on 26 November, 2008: "With the new Barco wall, we were perfectly able to capture the news as it happened. In the past, the viewing was limited and screens could capture only one image at a time. Today, the Barco solution allows us to display three different views of the event, with outstanding picture quality, vibrant colors and high contrast."

Equally important during intensive broadcasting periods is the reliability of the system. Barco's high-quality projection modules incorporate dual lamps with hot stand-by capability. A built-in second lamp ensures that each and every wall module is available, at all times. "Barco's technology, expertise and experience have met all our expectations," Mr. Gupta concluded. "We are pleased with their services and even decided to put more Barco on the agenda: we are now planning to equip our video backdrop with touch-screen technology."

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