



DANMON GROUP

ATG DANMON UK

case study

Expanding National Geographic Europe's HD resources

ATG Danmon is one of the world's most successful providers of high-end reliable and easy-to-operate integrated systems for broadcasters and programme makers.

Active in Europe, Asia, Africa and the Middle East, ATG Danmon is part of the Dan Technologies Group which operates from offices in the United Kingdom, Germany, Denmark, Norway, Portugal, Spain, Sweden, the United Arab Emirates and Vietnam.

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National Geographic Channel selected ATG Danmon to provide expanded HD resources at the network's European postproduction centre in London. The project extends the capabilities of the HD postproduction and playout system installed by ATG Danmon prior to the channel's commencement of 1080i transmissions in summer 2006. It includes additional Sony HDCAM-SR multi-format recording and playback facilities in the audio postproduction suite. These are used in conjunction with an existing Avid Adrenalin video editing system.

The Adrenaline itself has been enhanced with Dolby Audio Tools, Avid ProTools LE audio editing software, additional Dolby E

multichannel sound encoding, decoding and monitoring and Rosendahl MIDI timecode interfaces. Tektronix HD signal analysers have been installed in the central apparatus room and master control room together with additional HD-interfaced Sony CRT picture monitors and a Trilogy Mentor reference generator with tri-state HD outputs.

"The transition from SD to HD broadcasting has proceeded very smoothly and audience reaction to what is now practically a home-cinema experience have been extremely positive," comments Simon Brett, Facilities Manager at National Geographic Channel. "The Phase 1 video, audio and engineering system designed and installed by ATG Danmon in early 2006 has worked very well. This latest contract provides supplementary equipment which will allow us to expand our HD output while still meeting the needs of SD audiences."

National Geographic Channels (www.nationalgeographic.co.uk) invites viewers to re-think the way they see television, and the world, with smart innovative programming. Globally, National Geographic Channel (including NGC US, a joint venture of NGT&F and Fox Cable Networks Group) is available in over 260 million homes in 160 countries and 27 languages.



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