

# News7 Tamil

## Case Study



## Christie MicroTiles and Christie Spyder X20 redefine how news bulletins are presented on News7 Tamil

Chennai-based News7 Tamil Television is one of the most-watched and respected news channels in the Tamil speaking community. Known for their in-depth coverage of both local and international news as well as the high quality of production, the 24-hour news program ranks as one of the top – if not the top – news channel in India.

The availability of content broadcasted in high definition along with the increase in demand for higher quality content has led to a shift in India's infotainment scene. Fitting the broadcast studio with the latest state-of-the-art equipment for its video wall is a natural next-step for News7. However, the challenge lies in finding the perfect balance in form and function.

After weeks spent exploring various display options including ultra-narrow bezel LCD flat panels and rear-projection cubes, the decision to deploy Christie® MicroTiles® was made when Senthil Velavan, Head of Operations at News7,

chanced upon Falcon Technologies Pvt. Ltd.'s booth at the Broadcast & Media Technology 2014 tradeshow in Chennai.

Falcon Technologies, Christie's partner in India, was showcasing Christie's various visual display solutions when Velavan saw the Christie MicroTiles showcase. "The decision for the video wall was made as soon as I saw the Christie MicroTiles. The flexibility in deploying it, the resolution, clarity and brightness of the display, and the ease of maintenance were key," said Velavan.

The ability to hot-swap parts, added with the relatively small footprint and automatic calibration, made the decision all the easier. "The Christie MicroTiles, used in tandem with the Christie Spyder X20 video processor, gave us complete control over the length, width and curve of our set. We are free to exercise our creativity and produce content that would otherwise be restricted by inflexible and cumbersome solutions," he added.

### Customer:

Alliance Broadcasting Pvt. Ltd.  
(News7 Tamil)

### Location:

Chennai, India

### Industry/Market:

Media and Television

### Requirements:

- Impeccable visuals, HD resolution
- Rich, dynamic and detailed imaging
- High flexibility and efficiency
- Ease in calibration and maintenance

### Summary:

Alliance Broadcasting Pvt. Ltd. recently installed one of the largest video walls for broadcast backdrops in India for its flagship 24-hour news program, News7 Tamil Television. The Christie MicroTiles, working in concert with the Christie Spyder X20, delivers quality visuals, ease-of-use and maintenance in a relatively small footprint.

### Products:

- Christie MicroTiles
- Christie Spyder X20

### Results:

170 Christie MicroTiles deployed in an array of 34 by 5 units gives News7 the ability to dictate control over the length, width and curve of the set. The set is no longer hindered by the cumbersome and inflexible solutions present in other alternative displays.



The Christie Spyder X20 is a versatile hardware-based video processor with the flexibility of a video matrix switcher. It converts and routes any signal to any destination device in a quick and seamless manner. The studio will also be able to blend, window, mix and scale along with key frame effects for dynamic content programming capabilities with the Spyder X20.

To fully understand the needs of the studio, members from Christie India's technical support team and engineers from Falcon Technologies visited the studio a number of times to explore how to best integrate and deploy the Christie solution.

Despite the challenge of the impending launch of India's first 24-hour Tamil-only news program nearly upon them, Falcon Technologies completed the installation, integration, testing, commissioning and training in just ten days.

"The Christie MicroTiles and Spyder X20 were excellent, and having Christie and

Falcon Technologies' impeccable support was crucial in launching our programme within the set deadline. The products are innovative, flexible and reliable, and we are keen to explore further opportunities with Christie," said Velavan.

"This is one of the largest broadcast video walls in the country, stretching over 45 feet long," said Karan Singh Sawhney, Director, Falcon Technologies. "Our engineers spent over 16 hours a day working to ensure the timely deployment - one of our fastest to date. We are delighted to play a pivotal role in powering News7's content and are eager to explore further opportunities in the broadcast industry," he added.

Lin Yu, Vice President, Christie Asia Pacific said, "This installation is a true testament to our cutting-edge technology and reflects high confidence in Christie's reliability and performance. On behalf of Christie, I would like to congratulate both News7 and Falcon Technologies on the successful installation of the largest video wall in India and we look forward future collaborations together."



▲ Christie MicroTiles



▲ Christie Spyder X20

### Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.

Photo credits: News7 Tamil

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