



DANMON GROUP

ATG DANMON UK

# A five-camera production studio and file-based ingest system for Arab Radio & Television, Jeddah

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.



Studio control suite

## ATG Danmon Limited

Unit 1, Icen Court  
Icknield Way  
Letchworth  
Hertfordshire SG6 1TN  
England

Tel: +44 (0)1462 485 444  
Fax: +44 (0)1462 485 777

info@atgdanmon.co.uk

www.atgdanmon.co.uk

Arab Radio & Television (ART) Network is a leading producer of Arabic family programming and entertainment. The company was founded in October 1993 as a private network, with administrative headquarters in Jeddah, Saudi Arabia, technical headquarters in Amman, Jordan, and production facilities spanning the entire Middle East.

ART began broadcasting five channels to Europe and the Middle East via Arabsat in 1993 from transmission facilities in Jordan Media City, Amman. Since this time the growth of ART has been significant with the acquisition of world-class transmission facilities in Avezzano, Italy, and the introduction of further successful commercial and niche television channels.

Part of Allied Media Corporation, ART has the largest Arabic movie library in the Middle East.

The network produces over 6,000 live and recorded shows every year including family-oriented dramas, series, plays, music videos, and documentaries.

ATG Danmon was chosen to design, supply, install and commissioning a five-camera production studio plus a file-based ingest system. The order was won on an open-tender basis against stiff competition from other system integration companies.

"ART has contribution studios in many countries of the Middle East which are controlled from its technical headquarters in Amman, Jordan," explains AMC CTO Alan Constant, chief technical officer of Alan Constant Consultants which acted as intermediary in the placement of the contract. "This facility forms

CONTINUED OVERLEAF



ISO 9001 No. FS 544441



DANMON GROUP

ATG DANMON UK

the technical heart of an entirely new site in Jeddah. ART has constructed a new building which replaces an outside broadcast vehicle previously deployed as a regional contribution centre. The new system is essentially HD with some initial parts of the system in SD.”

Pre-fabrication of the new facility for ART proceeded in the 800 square metre system assembly and testing facility on the ground floor of our Letchworth premises. The project was handled by a six-strong team drawn from the ATG Danmon engineering and technical-support team, headed by installation engineer Jon Brewer and supervised by projects manager Dave Whitaker.

The studio is equipped with five Ikegami HDK-79EX cameras with optical fibre cable, a Kayak SD/HD vision switcher and a Studer Vista 5 audio desk. Routing is via a 64 x 64 Snell Sirius HD matrix. Storage is on Harris Nexio servers. Apple Final Cut Pro was chosen for video editing.

Equipment in the order includes a Vizrt Trio real-time 2D/3D character generator, Axon glue, Tektronix test gear, and a Miranda Kaleido-X multi-image processor feeding two Panasonic 42 inch plasma monitors on Custom Consoles Media Walls.

The project was completed successfully, on time and within budget.



Apparatus racks and audio control suite



ISO 9001 No. FS 544441