

dB Broadcast Selects Snell ICE & Morpheus Solution

24th July 2014

Cambridgeshire, UK – dB Broadcast is continuing its long and successful working relationship with Snell for a new multi-channel TV playout platform solution being built in the UK. dB Broadcast was selected by the client to manage the project after a competitive tender process.

dB's turnkey proposal included Snell Morpheus automation and ICE/ICE LE devices for the linear ingest operation and playout servers, incorporating on-air graphics and presentation mixing. dB's selection of the Snell architecture was based on success in deploying similar solutions in several previous projects for UK-based playout providers. Snell's system will work in conjunction with a 3rd party enterprise DAM solution for media and workflow management, also selected by dB.

The solution proposed by dB also includes external Network Attached Storage and a complete new Broadcast Network infrastructure, in addition to conventional baseband routing (Snell) and interfacing equipment (Axon).

Snell Morpheus automation is a proven, scalable, multi-channel solution enabling playout of up to 100+ channels. The Morpheus acquisition application supports VTR device and server port control for content acquisition and review. The highly reliable Snell ICE channel in a box solution supports both SD and HD playout including up and down scaling within the ICE device. ICE also features optional advanced 2D and 3D graphics functionality that integrates into the same ICE box and can be added as an upgrade if customer requirements change.



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Press Release

“We are delighted to be undertaking another Payout project in the UK and working in partnership with one of the industry’s leading vendors”, says Tom Swan, Sales and Marketing Director at dB Broadcast. “We have an excellent relationship with Snell as well as with other major payout providers including Grass Valley, Harmonic, Pebble Beach, Playbox and Imagine Communications (previously Harris Broadcast).”

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About dB Broadcast

dB Broadcast (dB) is one of the UK’s largest and most successful independent systems integrators. dB is expert in broadcast system design and installation from studio through to transmission. With purpose-built headquarters in Cambridgeshire, UK, dB has 22,000 square feet of space for prefabrication and test of customer systems.

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