

TVB Europe Murr TV

Etere Automation for Murr TV covers systems integration, providing seamless interfaces with Murr TV's Avid iNews newsroom and post production, and playout automation from Etere.



MTV Lebanon



TVB Europe

Independent Lebanese broadcaster Murr TV turned to Grass Valley for a systems solution for its news production requirements, with just three months between order and on-air date.

This recent order includes 13 Grass Valley LDK 400 studio cameras, a Trinix NXT router with Jupiter control, and two Maestro master control switchers for the final transmission. The newsroom system is based on Grass Valley's Aurora news production system, including desktop and craft editing, as well as a 24-channel K2 media server with large-scale central storage. In the newsroom there are 19 Aurora Browse workstations to manage ingest and view the contents of the shared storage, 15 desktop editors, and four Aurora News editors for when packages need high-quality finishing.

"We needed to move very quickly on this project, so that Murr TV would be well established and all our systems working well before the Lebanon general elections at the beginning of June," said Walid Dagher, head of engineering of Murr TV.

"While we were talking to a number of potential suppliers, it was very clear that Grass Valley was determined to demonstrate not just that it had the right products, but could provide a high level of support, both direct and through their local partner Pharaon Broadcast. We placed the order in late January 2009 and were on air by April 7."

"Because Grass Valley has a broad portfolio of products, as well as tremendous experience in developing and customising projects to individual specifications, we were able to move quickly and deliver just what Murr TV requested," said Jeff Rosica, senior vice president of Grass Valley. "This project was about more than hitting tight deadlines, it is about working with our customers to understand their workflows and to design a system that is going to work just the way each customer needs it to."