

Harris Corporation HDTV Conversion Chosen by CHUM

CHUM Television, a key target in recent industry take-over and merger announcements, recently placed a significant order for standard- and high-definition (SD/HD) TV conversion, processing, and control and monitoring equipment from Harris Corporation.

Beginning this September, CHUM Television's Citytv plans to broadcast its morning show, "Breakfast Television," in HD, as well as "CityLine" and "CityNews" at noon, 6 p.m. and 11 p.m. With this announcement, Citytv is positioned to become the first daily newscast in Canada to air in high definition.

The order from CHUM includes X75HD M-Path Multiple-Path Converter/Synchronizers, NEO XHD broadcast-quality, modular HDTV converters and the 6800+ modular down-converters for utility applications. Also included in the order are CCS Pilot control and monitoring software and NUCLEUS user-configurable, network control panels, which support centralized operational control of all the con-

version, processing and routing equipment.

"Since Citytv Toronto became the first over-the-air Canadian broadcaster to transmit an HD signal in 2003, choosing the best available technology has been fundamental to our success," said Bruce Cowan, director, broadcast technology, CHUM Television. "The Harris HD conversion portfolio is proven technology that offers an unmatched range of options that enabled us to work with a single vendor to meet all the conversion requirements of this ambitious project."

Designed for multi-function, broadcast-quality applications, the powerful X75HD is ideal for a dynamic environment where multiple signal types may be encountered and multiple path processing desired. The NEO XHD series offers single- or multi-function, broadcast-quality conversion modules in an advanced-application platform. For utility applications, the 6800+ HUC/HDC series delivers single-function, broadcast/monitoring conversion products in a flexible, exceptional-value platform.

"CHUM has led the Canadian broadcast industry with HD initiatives, and we are pleased to support their latest venture," said Tim Thorsteinson, president-elect of the Harris Broadcast Communications Division. "Our expanded conversion portfolio presents broadcasters with a unique level of flexibility as they transition to high definition - especially in terms of control. With the new NUCLEUS control panel, broadcasters benefit from having easier access to device control parameters, a higher level of user customization and superior, centralized control over their operations."

Providing user-configured control at the center of an operation, NUCLEUS offers real-time control and monitoring of any Leitch CCS Protocol-enabled device, including products within the NEO and 6800+ platforms. NUCLEUS provides more knobs for parameter adjustments, more buttons to quickly invoke parameter value changes and an enhanced display to improve overall operation.

The X75HD combines SD to HD upgrade-

ability with up/down/cross conversion, SD/HD frame sync and extensive video and audio processing capabilities all in a space-saving 1RU package, allowing broadcasters to do much more with less equipment. Leveraging the sophisticated technology of the X75HD in a compact, modular design, the NEO XHD series offers broadcast-quality, up-, down- and cross-conversion products that perform many of the key functions of the X75HD, including embedded audio pass-through, audio and video syncs, closed captioning translation and optional discrete audio support. The 6800+ HDC/HUC series provides utility up- and down-conversion, supports commonly used 1080i and 720p formats at various frame rates, provides a variety of aspect ratio selections from several common preset ratios and allows user-configuration of custom aspect ratios.

CHUM Television is a division of CHUM Limited which owns and operates 33 radio stations, 12 local television stations and 21 specialty channels, as well as an environmental music distribution division.