

# BBCi Studio



Whether looking through the themed windows from the street or by taking a tour through the area, an outstanding example of technologies awaits.

BBC New Media wanted to create a showcase area in which to display their services to the world. It needed to be lively, creative, multi-purpose and functional area in which public and partners alike could watch production and monitoring of the BBCi



The BBCi studio has three distinct areas:  
**Live chat studio** - for web casting celebrity interviews.

**Interactive Operations area** - for continuous monitoring of online and off air content.

**Creative space** - a flexible meeting room with excellent multimedia presentation facilities.

## Interactive Operations

The main Interactive Operations area needed to demonstrate the range of interactive services while supporting specific operational requirements. A sophisticated monitoring facility was required capable of displaying the range of BBCi outputs from the web to digital television.



IVC were approached to design a system which, by necessity, incorporated a number of custom designed devices for this installation, many of which would also provide perfect solutions for other systems. The resulting design exceeded the expectations of the client.

Ease of use was paramount. With innovative touch panel design and inventive system programming, even a novice can achieve the most complex of set-ups.

At the heart of the system are Kramer 32x6 and 16x8 RGBHV routers controlling the interactive flow of images to a series of 42" plasma screens, 14" television receivers, and bespoke TFT screens, strategically placed around the operations area and also to a high luminance projector display on a 1.8m screen in the Creative space.

Further, the facility needed to be accessible to the public from outside the building. This was achieved by the use of themed windows and window mounted touch pads.

In order to maintain the optimum quality possible throughout, all video source pass through an IVC custom designed unit which allows predominantly domestic display screens to interface perfectly with the professional source and control equipment.

The specification for this facility was formulated by Ross Atkin, of BBC Professional Solutions from a concept devised by Dr William Cooper, Head of Interactive for BBC broadcast, who commented:-

*"We are delighted with the control system, which has been well received by everyone on the team working in the area. The simple point and click interface is intuitive and easy to use, providing a high degree of functionality that conceals the underlying sophistication of the system"*

The BBCi Studio successfully combines a fully-functional operational area with a sophisticated showcase for interactive technology.



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