



Rhozet Carbon Coder is a universal transcoding application that facilitates the transfer of media between acquisition, editing, playout, archive, web, mobile and more. Carbon Coder can run as a stand-alone application or as part of a multi-node, fully-automated rendering farm. Carbon Coder provides high-performance, scalable and cost-effective transcoding for a broad range of business environments, from specialized studios to enterprise-scale installations.

"Rhozet is instrumental to our new production process. Carbon Coder is like a Lamborghini — it drives the process of preparing video, from start to finish, extremely fast and with precision."

James Ocon
Chief Engineer
KREN-TV

From the field to the newsroom to the audience, transcoding is key in delivering live daily news broadcasts.

KREN-TV and KAZR-TV Improve News Production Workflow with Rhozet Carbon Coder

Overview

Pappas Telecasting Companies' Reno-based KREN-TV, an affiliate of The CW television network, and KAZR-TV, an affiliate of Azteca America, incorporated the latest technology in their new 8,500-square-foot all-digital facility. Employing native 1080i High Definition equipment, the studio is the home of two live HD newscasts and is the first in Reno to provide locally-produced HD news.

The Challenge: Streamline Workflow for TV Journalists

The teams at KREN-TV and KAZR-TV share the new all-digital production facility, as well as the pressure of producing two daily one-hour HD newscasts. A crew of video journalists sets out every day to gather stories for the two evening HD newscasts, returning to the station with content that needs to be edited and prepared for air quickly — often with just a few minutes to spare.

The Solution: Automate Transcoding with a Farm

A key component in preparing the news stories for air is video transcoding. The KREN and KAZR video journalists, working in a tapeless workflow, shoot their stories in the field and return to the studio to transfer their content from the camera to Grass Valley Edius editing stations using Rhozet Carbon Coder for the transcoding. Once content is edited, the video is transferred from the Edius editing stations, stored on an Omneon MediaGrid active storage system, and then automatically transcoded by Carbon Coder for on-air HD playout on an Omneon Spectrum playout server. Multiple Carbon Coders are being used in a "farm" configuration to automate the transcoding process for the team of news editors, online editors and producers. The same Rhozet transcoding system also provides transcoding for the two stations' web video needs.

Results

Pappas Telecasting Companies' new Reno facility has been nominated for Broadcast Engineering magazine's Excellence Awards for outstanding engineering design.

For more information contact Rhozet at info@rhozet.com or visit the Rhozet web site at www.rhozet.com.