



Cheshire TV Upgrades Production Studio with LVS-800

Installed Products

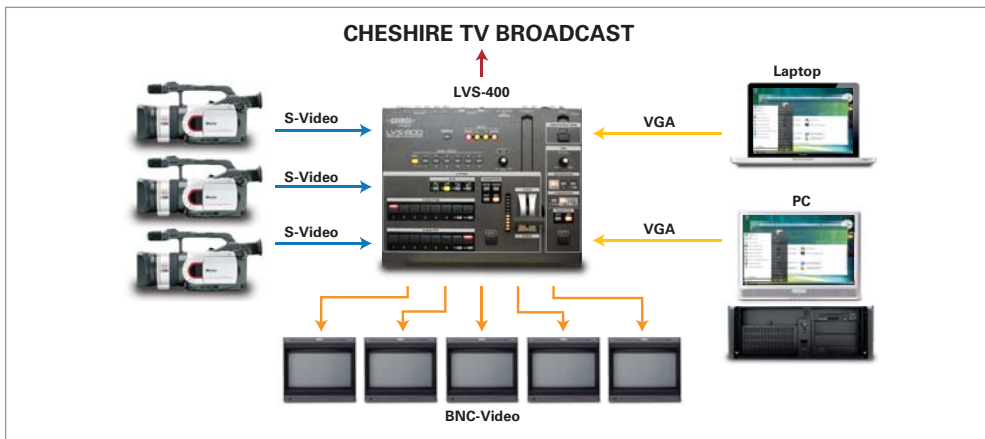
LVS-800 8-Channel Video Mixer

Introduction

Cheshire TV is a non-profit company that manages a public, educational and government access Channel serving 30,000 households within the cities of Keene, Marlborough and Swanzey in southwestern New Hampshire. The station uses the EDIROL LVS-800 Video Mix/Live Switcher for studio live and live-to-tape production.

As there's no local network affiliate within 60 miles, Cheshire is the only local TV available for most people in those communities. The station, launched in 2006, has tripled its capacity and output since then and produces more than 15 shows per week.

System Integration



The System

According to executive director/production manager Lee Perkins, the EDIROL LVS-800 switcher (housed in the control room) is used with "Sony and JVC monitors, Canon GL-2 cameras, and an iMac computer (for graphics playback). Our control room," he says, "is 55 square feet (5 feet X 11 feet), so the compact size is one of the things we love about this switcher. It takes up less than half the space that our previous one did. And it's configured so that it can be removed and used for remote live and live-to-tape production."

Application

Perkins reflects that a wide variety of programs are produced with their equipment, such as "local issue talk shows, sports, music, live entertainment, as well as local government and school board meetings and large-scale live outdoor special events. We cover it all."

When setting out to purchase a new switcher, the Cheshire TV team had been

"specifically looking for a 6-input switcher with downstream keying, and portability, for less than \$5,000." The EDIROL LVS-800, attests Perkins, met those requirements, with its "additional inputs, and great layout. It's very rugged," he adds, "and features monitor outputs and built-in scan converter, all for much less than we were planning to spend."

Having installed the unit himself, Perkins remarks that the LVS-800 has improved what they do at Cheshire TV by being much simpler to set up and use than their previous switcher had been. "As a public access station," he explains, "it's important that our equipment be easy to learn and use for non-professionals, while still offering the features they expect."

Their previous switcher had also lacked a downstream key function, and had only 4 inputs. "We had to use 1 of those inputs for on-screen graphics, which reduced our inputs to 3. This was a real problem for any production requiring playback of video, or more than 3 cameras, which is common." Perkins reports that with the EDIROL LVS-800 switcher, image quality is also vastly improved.

Cheshire TV underwent a major renovation to accommodate increasing demand. The LVS-800 purchase was part of that plan. Also planned is the expansion of programming and services to be offered by the station.

"After 3 months of using the EDIROL LVS-800 switcher, we're thrilled," notes Perkins. "We can't wait to get another one for our portable field kit. Nothing else compares at this price point. Overall, this was a fantastic option for us."



The iMac supplies graphics, text and lower thirds to the LVS-800.



Monitors are connected to the preview outputs on the LVS-800.



Ernie Baulder produces live events and live to tape content using the LVS-800.