

Case Study

BELL MEDIA

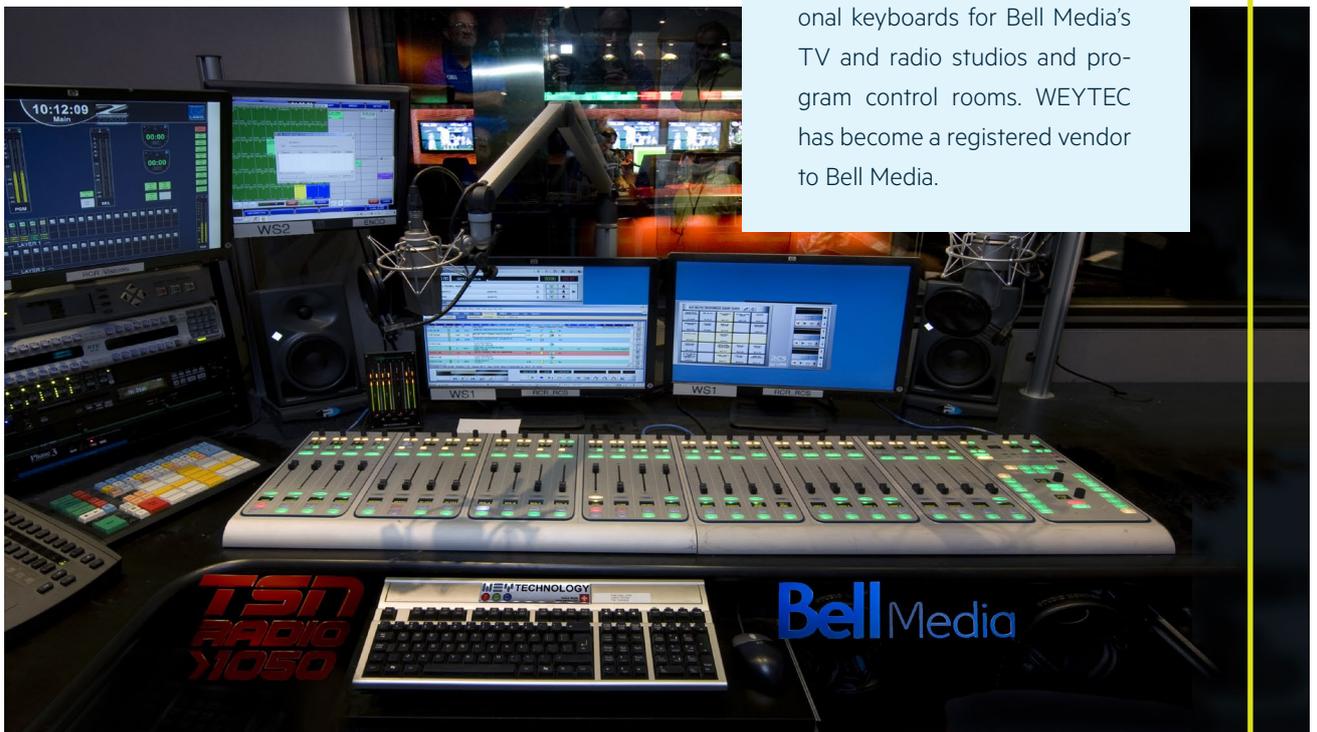
Toronto, Canada

Sector

Media – TV, radio and digital entertainment, news and sports information

Projekt

WEYTEC is the developer, manufacturer and provider of highly customized multifunctional keyboards for Bell Media's TV and radio studios and program control rooms. WEYTEC has become a registered vendor to Bell Media.





Client

BELL MEDIA, www.bellmedia.ca, is Canada's premier multi-media company with leading assets in television, radio and digital entertainment and information. It owns 28 conventional TV stations, including CTV, Canada's #1 television network, and owns and operates 30 specialty TV channels, including TSN, Canada's #1 specialty channel, and RDS, Canada's #1 French-language specialty channel. Bell Media also owns 33 radio stations, dozens of websites including the Sympatico.ca portal, and Dome Productions Inc. Bell Media is owned by BCE Inc. (TSX, NYSE stock ticker symbol: BCE), Canada's largest communications company.



WEYTEC's multifunctional keyboard in the studio "TSN Radio 1050" from BellMedia

Challenge

The challenge was to provide a cost-effective, long-lasting and safe technical solution for more integrated work desks for operators in TV and radio studios and program control room settings. The goal was to consolidate multiple keyboards into a single keyboard for each operator without limiting or slowing down full control of all data, sound and visual sources in an information-heavy and real time-based media environment. Advanced and customized speed-key functionalities were required for interfacing with current and anticipated industry-leading software applications, e.g. graphic inscriptions and pre-recorded voice messages.



Solution

WEYTEC's fully integrated EK Keyboards permit a reduction from four different keyboards to a single one for each operator with unchanged high-speed access to each standard Bell Media workplace configuration (i.e. multiple monitors, up to four PCs, and a very extensive range of complex software-based applications). The relevant workplaces are found in sound-proof studio announcer booths and adjacent program control rooms.

Benefits

Some of the main benefits of the WEYTEC solution include immediate hardware acquisition and maintenance cost savings, a de-cluttered and more functional workspace environment where every inch of space savings matters, and a significant reduction of potential operator errors as all control and command keystrokes are accessible from a single keyboard. In particular, this permits the studio announcer/reporter's optimal focus on booth guests, audience interaction and real-time program execution.

The quick and easy installation was provided within three working days from the formal client purchase order. Since WEYTEC is a full-solution provider, i.e. developer, manufacturer and direct seller, including maintenance, Bell Media is ensured of an ongoing working and development dialogue as its keyboard features, data sources and software command and control requirements continue to evolve rapidly.

Testimonial

Mr. Nat Polito, Manager Radio Engineering at Bell Media, comments: "With the use of WEYTEC intelligent keyboards, we have been able to eliminate keyboard and mouse clutter in our on-air critical master control rooms, thereby increasing productivity and eliminating confusion. Our operators no longer need to shuffle between multiple keyboards and mice, and always have instant access to the correct workstation terminal through a single key press on the WEYTEC customized keyboard. An indispensable tool for every broadcast master control room!"