

yellobrik® SDI to HDMI Converters



LYNX Technik AG® yellobriks Chosen by Gearhouse Broadcast for 2010 World Cup Productions

GEARHOUSE BROADCAST

www.gearhousebroadcast.com

United Kingdom

FIFA World Cup 2010

Used in the 2010 World Cup International Broadcast Center (IBC) in Johannesburg, South Africa

LYNX Technik Products:

yellobrik CDH 1811
3G SDI to HDMI Converter

"After a shoot-out with several other products, the HDMI signal quality from the yellobrik SDI to HDMI converters proved to be superior."

-- Kevin Moorhouse,
Chief Operating Office,
Gearhouse Broadcast,
Gravity Media Group



Gearhouse Broadcast purchased 96 yellobrik CDH 1811 SDI to HDMI Converters for use in the 2010 World Cup International Broadcast Center (IBC) in Johannesburg, South Africa.

Various high profile unilateral broadcast clients of Gearhouse Broadcast including ESPN USA, ESPN Brazil, Univision, Telefe Argentina, and TyC Argentina used the LYNX Technik yellobrik SDI to HDMI converters for their production gallery monitoring in the IBC.

The International Broadcast Center (IBC) consists of television studios, production rooms, technical rooms and related office spaces that will transmit content of the 2010 World Cup to billions of viewers around the world.

The yellobrik CDH 1811 SDI to HDMI converters were used as monitoring solutions to convert SDI signals to HDMI for driving 23" and 46" HDMI displays.

SDI video inputs from a multiviewer and a routing switcher were fed through the yellobrik converters onto 1920 x 1080 Sony, LG, and Samsung monitors as standard HDMI signals for reference monitoring and display of incoming game feeds.

"The audio functionality was also extremely important to us and the ability to easily switch to various AES audio groups was a unique feature in the yellobrik converter. It also offers a looping HD-SDI output which is useful for feeding additional displays from the same SDI source."



- Kevin Moorhouse
Chief Operating Officer, Gearhouse Broadcast, Gravity Media Group

In addition to converting the SDI signals to HDMI for referencing monitoring, the enhanced audio de-embedding feature-set of the converters also allows Gearhouse Broadcast customers' to drive several separate audio monitors.



Any two of the 16 supported audio channels from an incoming video signal can be de-embedded and output as digital AES or analog audio, or embedded into the HDMI output.

Also unique to the CDH 1811 yellobrik is its selectable timecode and metadata overlay mode. The converter detects and displays timecode formats, indicates audio presence and also detects the presence of key metadata parameters in the incoming SDI stream.

All user controls are located on the top of the module clearly labelled and easily accessible. This facilitates simple changes to module function and configuration without referring to a manual. Audio selection is simple using the integrated rotary switch.

About yellobrik:

yellobrik series is a new range of standalone modular "brick" style interface products for broadcast and professional use. They are compact, simple to understand, and easy to use. All information needed is printed right on the module and all controls and settings are always easily accessible (no manuals needed). Each Yellobrik includes the power supply, mounting brackets and comes in a custom plastic case for transport and storage.

yellobrik products include:

- CDH 1811 - 3G SDI to HDMI Converter
- SPG 1707 - HD / SD Sync Pulse Generator with Genlock
- DVD 1806 - 3G 1>6 Reclocking SDI Distribution Amplifier
- OBD 1810 - 3G Bi-Directional Fiber Optic / SDI Transceiver
- OTX 1810 - 3G SDI to Fiber Optic Transmitter (10 Km)
- OTX 1840 - 3G SDI to Fiber Optic Transmitter (40 Km)
- OTR 1810 - 3G Fiber Optic / SDI Transceiver (10 Km)
- OTR 1840 - 3G Fiber Optic / SDI Transceiver (40 Km)
- ORX 1800 - 3G Fiber Optic to SDI Receiver
- RFR 1000 - 19" 1RU yellobrik rack mount frame



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