

Buffalo Bills Kickoff with Ross Vision 3

The Vision line of production switchers were designed with the input of Ross Video's customers—customers who push their live productions to the limit in today's challenging environments. Vision is powerful, employing some of the latest technology to advance the state-of-the-art in production switcher control panels. Ross' goal is to provide customers with the tools to get their creative vision on air.

The Ross Vision series has a total of 7 control panels offering high performance CoreDuo processors running Linux, built-in networking, built-in manuals, modular platform design, high speed internal serial interconnect, and RGB buttons that allow personalization of the Vision control panel. They can control up to 4MEs of video processing and connect to the Ross QMD and QMD-X Live Production Engine chassis.

The Buffalo Bills purchased a Vision 3 Multi-Definition Switcher, a switcher that supports all SD and HD formats, after seeing its launch at the National Association of Broadcasters (NAB) in Las Vegas, NV. They were scheduled to receive the Vision 3 at the Ralph Wilson Stadium mid-season, and while they were hesitant about doing a control panel swap at that time, in the end it went very smoothly. With a successful delivery and swap, the switcher was ready, and Ross Video's CEO David Ross was even there to switch the first Buffalo Bills game using the Vision 3.

"To say the Vision switcher was "love at first sight" is an understatement," said Stephen Asposto, Video Production Director/Engineer, Buffalo Bills Inc, Ralph Stadium. "Vision had everything I had hoped for in a production switcher including what I like to call "sex appeal". I am referring to the unlimited color variations of the glow technology in the keycaps. Sure to impress any novice but ultimately another aid in simplifying our productions. I began to salivate when I saw that

there were 4 channels of animation playout, proc amps, RGB color correctors, ultra chroma keyers and 12 full function AuxKeyers that function as additional ME's!!"



Live Production Technology™

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