

Snell & Wilcox Alchemist Ph.C – HD Standardizes NBC Olympic Content

With more than 3,600 hours of coverage, more than the total hours for every Summer Olympics ever televised in the U.S., NBC's broadcast of the Beijing Olympic Games last August represented the most ambitious single media project in history. The NBC Olympics coverage originated in the 1080i/50 broadcast standard for HDTV and the 625/50 (PAL) standard for SDTV. Before NBC could transmit this content to viewers in the U.S., it had to be converted to the 1080i/60 broadcast standard for HDTV and/or the 525/60 (NTSC) standard for SDTV.



For the solution, NBC relied on Snell & Wilcox Alchemist Ph.C – HD motion-compensated standards converters to provide seamless and high-quality conversion for virtually every SD and HD feed delivered to U.S. audiences.

“High quality frame-rate standards conversion played a vital role in the delivery of the Beijing Olympics to our viewers in the U.S.,” said David Mazza, senior vice president, engineering, NBC Olympics. “Most of the 2008 Olympic Games were transmitted in HDTV, so it was critical that we were able to convert this material transparently to the U.S. broadcast standard and that we could deliver the highest possible viewing experience. The SDTV and HDTV motion-compensated converters from Snell & Wilcox delivered superior image quality to our viewers.”

The Alchemist Ph.C – HD standards converter offers simultaneous SD and HD conversion in a compact 3-RU mainframe. This one-box approach delivers HD frame-rate conversion between 50-Hz and 60-Hz HD standards for both 1080i and 720p formats, as well as SD frame-rate conversion between 50-Hz and 60-Hz material. The Alchemist Ph.C – HD provides motion-compensated HDTV upconversion, downconversion, and crossconversion, making it the most comprehensive conversion solution available in the market.



The Beijing Games mark the third Olympics in which Snell & Wilcox standards converters have played a key role in global delivery of broadcast content. In all, more than 50 Alchemist Ph.C HD and SD standards converters were used in Beijing to bring Olympics action to viewers around the world.

SNELL & WILCOX™

Snell & Wilcox Inc.

3519 Pacific Ave
Burbank, CA 91505

Phone: +1 818 556 2616

Fax: +1 818 556 2626

americas@snellwilcox.com

www.snellwilcox.com