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## KCTS/SEATTLE AND SONY CONTINUE TRAILBLAZING THE HDTV PATH

*Public Station Acquires Sony High-Definition Equipment for Workflow Solutions*

**LAS VEGAS (NAB, Booth #18207), April 7, 2002** - Trailblazing HDTV production since the late 1980s, KCTS/Seattle Public Television has acquired Sony high-definition production tools and solutions as part of the station's continued HDTV migration.

"Sony provided KCTS with the best workflow solutions and production tools as part of our continued high-definition migration," said Cliff Anderson, director of broadcast operations and engineering for KCTS in Seattle. "We thoroughly tested many switcher and camera systems for our new high-definition studio and Sony best suited our needs."

"KCTS has been producing superb high-definition programming with Sony production tools since the late 1980s," said Stephen Jacobs, senior vice president of Sony Electronics' Broadcast and Professional Systems Division. "This deal is a continuation of a long and mutually beneficial relationship."

"Sony HDCAM® 24P is an emerging standard in documentary production," Anderson commented. "HDCAM 24P delivers the superb picture quality that our customers require."

The HDCAM 24P package includes the [HDW-F900](#) camcorder.

### High-Definition Production Tools

In addition, KCTS also purchased Sony's [HDC-900](#) and HDC-950 high-definition studio camera systems for studio and remote production. For the production facilities switcher, KCTS will employ the Sony HD/SD switchable MVS-8000 switcher with dual panels for use in live studio and post-production. KCTS will view high-definition video on Sony's BVM-D24 - the specially designed 24P capable monitor.

## DVCAM Offers "Ease and Flexibility"

KCTS is using DVCAM™ content creation tools to acquire additional content for the station.

"DVCAM camcorders offers the ease and flexibility of putting powerful, easy-to-use acquisition tools in the hands of producers," Anderson noted. "The DSR-PD150 hand-held camcorder and the recently introduced DSR-570 ENG-style DVCAM camcorder will assist KCTS in capturing professional quality video with easy-to-use tools."

A high-definition production pioneer, public broadcaster KCTS was a trailblazer in creating HD content with the launch of its signature *Over*® series aerial productions in 1988, using Sony's high-definition equipment to produce the Emmy-winning program, *Over*® *California*. KCTS produced the first live high-definition broadcast of a symphony orchestra concert in the United States in 1988, with the acclaimed special, *The Seattle Symphony Orchestra: Live from Benaroya Hall*. The PBS premiere of KCTS's HDTV special *Chihuly over Venice*, later that same year was the first U.S. national broadcast of a television program aired in high-definition. Recent HD productions include the nationally broadcast specials, *Rainier: The Mountain*, and *Over Canada: An Aerial Adventure*, winner of three Northwest Regional Emmy Awards.

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**Editor's Note:** For more detailed product information, readers can visit [www.sony.com/professional](http://www.sony.com/professional). For additional press information and digital images, please visit Sony Electronics' News and Information web site at [www.sony.com/news](http://www.sony.com/news).

For more information regarding the nearest Sony authorized dealer or service location, call 1-800-686-SONY.

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