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Serving the Broadcast, Cable, Production, Postproduction, Business and New Media Markets

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**USER REPORT**

# FireBridge Scores Homerun

by Frank O'Connor  
Director of Engineering  
MediaOne

**SAN FRANCISCO**

MediaOne Services is a leading independent provider of television broadcast and studio production services, serving national and international television networks, sports and entertainment companies and Fortune 1000 corporations. Clients depend on MediaOne to deliver video content worldwide, 24 hours a day, via fiber, satellite and the Internet.

MediaOne has a long history in venue broadcast design and management, mostly focused on interfacing with broadcasters behind the scenes to ensure top quality broadcast transmission of events. MediaOne designed the broadcast facility at AT&T Park here, and has managed the transmission of San Francisco Giants' games locally and nationally for six years.

Both at the ballpark, and at our studio facility in downtown San Francisco, we do numerous live shots for networks such as ESPN, Fox, ABC, NBC and PBS.

As director of engineering, I oversee MediaOne's extensive production and transmission operations, including content capture and satellite transmissions. Among other things, I managed the technical implementation of our broadcast facility at AT&T Park.

**REAL-TIME HDV/DVB-ASI**

Being an engineer, I'm always looking for better ways to meet our customers' needs. When I heard that DVEO, the broadcast divi-



The Computer Modules DVEO FireBridge HDV to DVB-ASI converter

sion of Computer Modules, Inc., had a real-time HDV to DVB-ASI converter, I decided it might be a cost-effective way to do high-definition live shots that need to be transmitted.

We are currently involved with arranging tests with ESPN and ABC to demonstrate the performance of the JVC GY-HD100U as a live shot camera. We're using the DVEO FireBridge to convert the camera signal to ASI prior to transmission on a 270 Mbs first mile circuit. Then it goes long distance via VVX. To confidence monitor the ASI encoded signal prior to transmission, we use the Televue TLV 200D ASI decoder, also supplied by Computer Modules.

Currently, we provide live shot facilities for broadcasters in standard definition NTSC, so we consider that this equipment is a cost effective transition to the world of high definition television.

DVEO's FireBridge converts HDV output from JVC GY-HD100U and Sony Z1U video cameras to DVB-ASI. FireBridge converts the FireWire output from 720/30p to 720/60p,

making the output fully compatible with standard broadcast 720/60p equipment. According to DVEO, FireBridge is the only ASI bridge available now with this advanced feature.

**FULLY COMPATIBLE**

The FireBridge output is compatible with DVB-ASI equipment from Tandberg, Terayon and Harmonic. FireBridge is also compatible with DVEO's T-Streamer/ASI, a transport stream recorder/player with a built-in transport stream analyzer.

I've been very pleased with FireBridge's cost effective ability to encode HD signals for live transmission.

Frank O'Connor has been with MediaOne for the past decade and has more than 25 years of experience in the broadcast production and transmission industry. He may be contacted at foconnor@mediaoneservices.com.

For additional information, contact DVEO, a division of Computer Modules Inc. at 858-613-1818 or visit [www.computermodules.com](http://www.computermodules.com).