



Great images in small spaces!



## Thai Binh TV takes **dnp Supernova STS** for newsroom

*The city of Thai Binh, one of the 63 provinces that make up Vietnam, and situated 100km from the northern capital of Hanoi, is served by its own government owned TV station, Thai Binh TV.*

Reporters have historically presented the news in front of a static panoramic image — but recently the station decided to upgrade and present a moving, animated backdrop — enabling the content to change continuously while presenting an eye-catching experience for the audience. The broadcaster recognised that it would bring the presentation in line with the standards offered by major networks such as Vietnam TV (VTV).

With restrictions on both budget and space — and the need to create a highly dynamic newsroom — Ninh Manh Do, CEO of Hanoi based AV specialists (and dnp Partner) Nam Long AV was brought in to advise.

### Considering the options

After he and colleague, Le Hoang, had considered the options, they proposed that dnp's new 100" Supernova STS Screen, in combination with an ultra-short throw Sony VPL-SW630 3LCD WXGA 16:10 projector, would reduce the costs associated with a rear-projection rig while still maximising the available space.

They had dismissed the LCD videowall concept on the grounds that horizontal lines had a tendency to 'cut' the face of the reporter (or the interviewee). Large output projectors and cinema grade screen as well as rear projection were also dismissed on the grounds of cost and practicality. "Most local studios have little money to invest and with their fixed space studios it is difficult to accommodate rear projection in view of the restricted throw distance, even when using a mirror rig system. Therefore, the dnp Supernova STS was the logical solution."

And Thai Binh TV — who had also been shown virtual studio packages by other vendors — had no hesitation in adopting this. The projector is mounted on a small table — situated discreetly behind the reporter and just 75cm in front of the screen. And Mr. Ninh confirmed that with the high contrast features of both the STS Screen and projector, the image is easily able to deliver the expectation.

STS takes full advantage of dnp's award winning Supernova technology. With a lens throw ratio of 0.26:1 ±20% and a vertical off-set of around 128% ± 20%, the Supernova STS Screen has been specifically designed to work with ultra-short throw projectors. It not only represents a highly cost-alternative to rear projection but also flat panels.

### How STS is benefitting the studio

Summing up, Mr. Ninh said, "Thai Binh TV can now make dynamic video presentations and engage audiences to a greater extent with the stories being delivered by the newsroom reporters.

"There is a lot more focus on the news readers now that there is a moving image running behind, and the technical people are also very happy because they can also edit the content on their computers." And he says that both Thai Binh TV's audience and other local TV stations are acutely aware of this studio upgrade, and thanks to this relatively low-cost investment, Ninh Manh Do has since been asked to carry out Supernova STS demonstrations for a further 40-60 stations in Vietnam.

### Facts

- > Customer: TV station Thai Binh TV, Vietnam
- > Installer: Nam Long AV
- > Screen: 100" dnp Supernova STS Screen
- > Projector: Ultra short throw - SONY VPL-SW630

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