



dnp Cross Prism Screens used by Korea's main TV broadcaster

Having evaluated several display systems, comparing them on parameters such as quality, price and maintenance, Korea's main TV broadcaster KBS chose video wall cubes with dnp Cross Prism Screens from Hive Systems for their impressive new TV studio.

First meeting at KOBA trade fair

When KBS started the renewal project of their main TV studio, Hives Systems sprang to mind. The Korean broadcaster already knew of Hive from the Korean international lighting, broadcasting equipment exhibition (KOBA) in May 2013. At the fair, Hive Systems had set up a 'Contra' video cube system using several dnp Cross Prism Screens.

Customer requirements

KBS was looking for a competitively priced cube solution that required little maintenance. More importantly, the national broadcasting company, KBS wanted to buy from a Korean supplier. Incorporating Hive's own projectors and software, the Contra cubes passed KBS's 'made in Korea' test. A Hive Systems representative explained why they proposed a solution with dnp screens: "It's simple! We knew that dnp's Cross Prism rearpro screens are ideal for News studios, and that they work well with our Contra Video wall system.

Demo leads to decision

KBS was not that easily convinced. The broadcaster's technical staff evaluated several screens (including LED sign board displays) and partners, comparing them on parameters such as quality, price and maintenance. Before making a final decision, they also asked Hive for three demonstrations and a camera test in their studio. In the end, they understood that Hive offered the best total package and placed their order for 24 Contra video wall cubes with 70" dnp Cross Prism Screens.

A win-win for KBS and the installer

Since completion of the installation, Hive's solution is living up to KBS' quality expectations and they are pleased to be working with a local partner. Meanwhile, Hive Systems is enjoying the spin-off from landing this prestigious project. "Other broadcasting companies watch what KBS News does with interest and they know what we've delivered. We are now working for MBC & other broadcasting companies. For Arirang TV, we will set up a new video wall in march," concludes their spokesman.

Facts

- > Customer: Korean Broadcasting System
- > Installer: Hive Systems
- > Screen: 70" dnp Cross Prism Screens
- > Projector: Contra LED DLP Cube (Contra SX+ 70", 12x2, 24 unit)

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