



Photo credit: © TV Today

SHOWCASE

TV Today Network Studio – Noida, India



The leading English-Hindi news television networks in India, TV Today Network consists four 24-hour news channels including 'Aaj Tak' and 'Headline Today', the prestigious Indian Television Academy Award winner. The group has recently unveiled new facilities in Delhi for its increasingly flourishing broadcast business. As the highlight of the project, Traxon was selected to integrate a dynamic lighting solution for new studios and atriums throughout the network's new TV building. It is a truly international collaboration involving project teams from several countries with the common goal to realize a lighting scheme that is flexible enough to be fitted for the specific structures of individual studio sets while retaining the brand continuity for the complex as a whole. Selected for its wide range of installation possibilities, approximately 2800 Traxon 1PXL Strip RGB were seamlessly concealed behind the backdrops, lending saturated backlighting to the studio on an impressive scale. The 1PXL Strip RGB solution wraps the studios in consistent colored accents that provide just the right level of brightness and colour uniformity expected in a broadcast environment. Paired with Lighting Control Engine (LCE) and Butler XT, the lighting solution and system allows great creative flexibility for the entire set to switch on precise color scenes needed for variable on-camera looks. Traxon's advance control system also provides the essential flexibility to interconnect with the third party lighting control desk and system that controls the additional front-lighting. By adding a DMX2PWM 3CH Dimmer with customized firmware, Traxon & e:cue's control system makes it possible to match the dimming frequency of the white backlighting to that of the studio camera. The end result ensures optimum lighting performance that fully supports the visions and technical considerations of the project team, giving the channels distinct, yet cohesive personality and set the energetic tone which would eventually enhances the viewing experience of the TV audience.

FEATURED PRODUCT



1PXL Strip RGB

METHOD OF CONTROL



Butler XT



Lighting Control Engine (LCE)



DMX2PWM 3CH Dimmer (Customized)

PROJECT DETAILS

Category: Entertainment
Location: Noida, India
Client: TV TODAY NETWORK LIMITED
Lighting Designer: LDG (Lighting Design Group) NY, USA
Interior Design: Clickspring Design NY, USA
Installer: Pico
Lighting Programmer: Traxon
Completion Date: October 2012

Traxon Technologies Ltd.

For more information, please visit WWW.TRAXONTECHNOLOGIES.COM

Contact: Traxon Asia Pacific E: marketing@traxontechnologies.com

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