



WINK-TV – Ft. Myers, FL
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Non-linear Editing was not on WINK-TV's immediate radar, but that all changed when station ownership made the decision to start doing local news in HD. WINK was working on Panasonic DVC Pro tape decks and would need to switch to non-linear to be able to display 16x9 images as part of our conversion to High Definition.

After a flurry of demos and presentations, WINK-TV decided on the Precis system from Bitcentral. Station management felt Precis, featuring the Canopus Edius editing software offered by far the best value, largest overall feature set and was easily the most adaptable system available. Edius and Precis are able to ingest and utilize just about every video format easily without users having to go through any special conversion process.

Once the decision on Bitcentral was made, the purchase was quickly negotiated and an installation and training schedule developed that would accommodate the planned HD conversion, which was only four and half months away. The staff at Bitcentral provided WINK-TV with an extremely thorough and user friendly preparation and installation plan.

The installation took place in several stages:

- **Station Preparation:** getting all necessary network, video and audio wiring in place, setting up training classes and purchasing additional equipment, such as monitors, editing furniture, etc.
- **Server Installation:** Bitcentral handled all the actual installation in our racks and collaborated closely with our IT and engineering staff to make sure that everything was working and communicating smoothly and problem-free.
- **Edit Bays and Edit Training:** we set up six training stations and moved more than sixty news and production employees through training in five days. We then set those edit stations up in the same edit rooms being used to edit tape. About two weeks was spent editing tape to non-linear and back to tape for air.



- On-air Training and Converting to Non-linear Playback: another three days of training followed on the use of the Precis play-to-air server and integration with ENPS, our newsroom computer system. A day was dedicated to working with production operators on how to play back video using nothing but a computer workstation and a playback control panel. After a day of rehearsals, the station moved seamlessly through six and half hours of newscasts and became a completely tape less playback news operation.

Overall the switch from tape to non-linear was performed with few if any errors. WINK's staff picked up the editing process very quickly and almost immediately found ways to significantly improve the quality of their stories.

One of the biggest issues was 4x3 versus 16x9 images and how to handle them. WINK receives feeds from CBS, CNN and others in 4x3, while all the field video comes in 16x9. Bitcentral offered a fairly simple solution...using a graphic with a key channel in the 4x3 area. This allows editors to simply drop the graphic over the top of any 4x3 video file, net feed, etc., and the black will key out - leaving the graphic to fill the outsides of the 16x9 image with the 4x3 video in place.

Becoming a tapeless newsroom for editing has provided WINK-TV with several advantages.

- Elimination of a tape playback position allows the utilization one more person in the studio during newscasts.
- Multiple people can view and edit the same video clip simultaneously which has led to improved on-air promotion and graphics.
- Directors can now see a clip of the next video, and they know for certain that a clip is ready for air – which translates into far fewer on-air mistakes.
- Online archiving makes it easier for users to find the video clips needed for air. Plus Bitcentral's system allows the easy addition of unlimited storage capabilities going forward at low cost. This means an end to searching for missing, mishandled or mislabeled tapes or DVDs. Everything is indexed for fast and easy searching. Not to mention, there's no more need to purchase an expensive tape archiving system – and no need to hire an archivist to maintain it.



- The workflow of non-linear now allows better content management. News Managers can more easily make last minute changes or additions to improve our stories.
- Elimination of tape deck maintenance. Moving to computer and servers frees up a lot of time for one engineer who has been spending most of his time repairing decks.

The addition of non-linear editing was just one part of the conversion to HD. WINK also added a new switcher, studio cameras, weather graphics, an HD graphic system and tape less cameras - all from purchase to on-air in four and a half months. However the change to non-linear involved the most people and took the most time. Thanks to Bitcentral's thorough, efficient and smooth transition plan, the entire move was almost flawless.

Now with the full HD conversion completed, WINK-TV is looking forward to exploring other avenues opened up due to the functionality of non-linear editing. In the near future, WINK-TV will be working on moving video via file transfers and real-time over IP networks. So far the experience with the Bitcentral system has been excellent, and WINK is anxious to work with them in the future to take advantage of their new and exciting technological advances.

