

Case study

TA3 selects HP EliteBooks to bring news broadcasts to life



Stylish devices give presenters information at the touch of a button during live broadcasts

Industry

Broadcast television

Objective

TA3 wanted to find stylish laptops that offered optimal price/performance for use both on screen and in the production suite

Approach

Relying on a combination of references, benchmarking, recommendations and personal experience, the company has switched to HP's elite product portfolio to fulfil its needs in the studio and the production suite

IT matters

- The devices can handle the graphic intensive applications used in the broadcast industry
- They fully meet TA3's technical requirements and the functional parameters that are vital to the smooth operation of a broadcast operation
- The multi-touch, convertible HP EliteBook Revolve provides flexibility on screen and off

Business matters

- Their reliability ensures TA3 can broadcast smoothly for 19 hours each day
- The stylish and elegant devices transfer well to screen, adding to the station's professional appearance



“The devices have a luxurious, elegant design, a suitable form factor and touch-friendly surface material; another big advantage is the convertible tablet with multi-touch control.”

– Radomír Polák, head of technology solutions, TA3



TA3 is using HP laptops and tablets on screen and to produce news graphics and editorial

TA3, Slovakia's leading news channel, has invested in three HP EliteBooks, one HP Spectre XT Pro and one HP EliteBook Revolve 810 for use both on screen and in the production office. The reliable, attractive devices help the studio create graphics to accompany news programmes as well as enabling presenters to access information in real-time over the 19 hour broadcast window.

Customer solution at a glance

Hardware

- 3 x HP EliteBook 8470p
- 1 x HP Spectre XT Pro
- 1 x HP EliteBook Revolve 810

Challenge

Third party delays

TA3 TV, the market leader of Slovak television news, has been operating since September 2001. It brings up to date daily news combined with current affairs programmes and special projects that cover every element of society. The primary target groups are Bratislavan residents older than 18 years, residents of cities with more than 50,000 inhabitants, as well as professionals with higher education and socioeconomic status.

TA3 broadcasts for 19 hours each day so it is vital it has a reliable technology partner both in the production office and on screen. The company prides itself on following emerging technology trends and innovations and so is keen to showcase the best the market can offer.

“We need high-performing laptops that can create the graphics that are so important in modern television news as well as devices for our presenters to use during the broadcast,” explains Radomír Polák, head of technology solutions, TA3. “But we also need to operate within a strict budget. Finding the right price-performance balance in devices that will look elegant on screen was our priority.”

TA3 relied on recommendations and references in combination with benchmarking and Polák’s personal experience to select the most suitable devices for the job.

Solution

Introducing the EliteBook family

TA3 purchased three HP EliteBook 8470p, one HP Spectre XT Pro and one HP EliteBook Revolve 810 to fulfil its needs in the studio and the production suite. With its ultra-thin, all-metal design, the HP Spectre XT Pro Ultrabook projects the right air of modernity on screen while the HP EliteBook Revolve 810 is a full-performance Windows® 8 notebook that transforms into a tablet, giving TA3 flexibility in front of the camera.

The HP EliteBook 8470p blends modern design and precision engineering, yielding a beautiful product with a platinum colour finish. In addition, it can be plugged into additional monitors for a total of four displays to gain an immersive graphics and computing experience, making it perfect for broadcast applications.

“The HP devices are extremely reliable which is crucial when dealing with live broadcast. They also are sufficiently powerful to handle the applications we use,” adds Polák. “We are very satisfied with their performance both on and off screen.”

Benefits

Combining style and performance

Presenters now use these devices to access information in real-time on screen while producers use them to create and edit graphics and news reports.

“The devices have a luxurious, elegant design, a suitable form factor and touch-friendly surface material; another big advantage is the convertible Revolve tablet with multi-touch control,” continues Polák. “They fully meet our technical requirements and functional parameters that are vital to the smooth operation of a 19-hour broadcast.”

Following the success of this deployment, Polák has plans to invest in more HP hardware throughout the studio. But, in the meantime, he is enjoying the functionality and style his HP devices are offering its users.

“These products were bought to meet the trends, criteria and requirements of the most demanding users,” concludes Polák. “With their modern design and optimal price/performance ratio, they have delivered on every score. We look forward to extending our relationship with HP in the future.”

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