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IOWA PUBLIC TV MAKES THE SWITCH TO SONY XDCAM HD SYSTEM

JOHNSTON, IOWA, August 4, 2009 -- A core element of Iowa Public Television's mission is to create programming that provides lasting value to state residents and fosters an understanding of the state in all its diversity and depth. It's a tall order, but one that's being made easier by the station's recent adoption of Sony's XDCAM HD system.

"We've invested in XDCAM technology for the long haul because it delivers the very best in HD image acquisition," said William Hayes, director of engineering and technology, Iowa Public Television. "This technology is well-established, is incredibly robust and has held up incredibly well under extreme and challenging conditions."

Iowa Public Television is Iowa's statewide public broadcasting network, with more than one million viewers a week tuning in to programming that reflects a range of interests for Iowans in all demographic categories.

In addition to its TV programming, the station is also using the XDCAM camcorders and decks in the production of videos for its web site as well as for the recording and production of podcasts.

"HD is a reality and with the new cameras we now can produce documentaries and other types of programming and content completely in HD," said Hayes. "What we produce needs to have evergreen value, and originating in HD means that the programs shot with this technology will maintain their appeal for many, many years."

A key element of achieving the station's need for "evergreen" material, the XDCAM system's Professional Disc media offers stability and longevity as an archive

medium, with content able to be stored for up to 50 years, according to Sony testing. In addition, Hayes was impressed by the system's reliability and low cost of maintenance.

He noted that the XDCAM system's overall benefits have made the station much more efficient from the field to the studio, with the end result of being able to put more video on the air more efficiently.

“For a public television station operating budgets are crucial,” Hayes said.

“Anything we can do to realize a savings in labor, equipment maintenance, longevity of media—or anything—it's a huge benefit.”