



DANMON GROUP

ATG DANMON UK

UHD video production studios for Fidelity International's London HQ

Studio 1 production control gallery.

ATG Danmon is one of the world's most successful providers of high-end reliable and easy-to-operate integrated systems for broadcasters and programme makers.

Active in Europe, Asia, Africa and the Middle East, ATG Danmon is part of the Dan Technologies Group which operates from offices in the United Kingdom, Germany, Denmark, Norway, Portugal, Spain, Sweden and Vietnam.



ATG Danmon has completed a UHD video production facility for the London headquarters of Fidelity International. The project was prompted by Fidelity's recent relocation to a new office building at 4 Cannon Street in the centre of the city's financial district.

"As a flagship location, the Cannon Street office needed to be a future-focused space," says Adam Sheldrake, Head of Studios at Fidelity International. "Good communication is essential to our business so we make full use of video media for internal communication, podcasting and participation in finance-related broadcasts. ATG has worked very successfully with us in projects at our previous London headquarters as well as designing and equipping studios at our Hong Kong offices. I have always been happy with what they have provided and how they have supported us. They responded to a proposal based on our initial specification but, because of their experience in past projects for us, were able to suggest a more cost-effective approach which also provided more functionality and included kit of superior

specification. The result meets our highest expectations."

"We have designed, integrated and configured a full TV studio and production control gallery plus a podcast studio with its dedicated control room, edit suites and a green room," adds ATG Danmon Managing Director Russell Peirson-Hagger. "The project also included cabling through from the control areas to a technical apparatus room."

"The TV studio, Studio 1, is equipped with three broadcast-quality Blackmagic Ursa UHD cameras including Fuji lenses. These were chosen on the basis of their excellent value in terms of price and performance. Three of the cameras are mounted on Vinten robotic pedestals. Additional studio facilities include Kino-Flo and Dedolight luminaires, Autoscript on-camera prompting Sennheiser wireless lavalier microphones. The studio backdrops are from Cirro Lite, mounted on Doughty supports. Audio monitoring is via Genelec powered loudspeakers."

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“We have also installed a Panasonic UHD camera equipped with remote pan/tilt/zoom control. This can be used to capture wide angle or closeup images from a high, medium or low viewpoint to supplement the main studio cameras. An additional Panasonic PTZ camera is located in an outdoor housing on the roof to capture views of the City of London, primarily for use as scenery wall displays behind the studio participants. This level of robotic control allows the production process to be controlled very creatively and efficiently.”

“At the core of the Studio 1 production control

Studio 1.



Studio 1 showing dynamic rear screen.



Studio 2 seen through glass.



gallery is a Blackmagic ATEM UHD switcher with advanced chroma key capabilities that can be used to deliver a wide range of graphic effects. We have also integrated powerful titling software which can accept still or moving content in various industry standard file formats. Recording is to a Blackmagic HyperDeck Studio 12G capable of operating at up to 2160p60 UHD resolution over a single cable. This is supplemented by Apple iMac Pro graphics, a Yamaha QL1 audio mixing console and a Custom Consoles main control desk. We also recommended and integrated Custom Consoles MediaWall multiscreen video display mounting grids.”

“The podcast studio, Studio 2, is fully equipped with lighting and prompting plus a Panasonic remote pan/tilt/zoom camera. The podcast control room has similar facilities to the Studio 1 production gallery, including a Blackmagic ATEM UHD vision mixer, a HyperDeck Studio 12G recorder, Autoscript prompting and a Custom Consoles control desk. For the green room, used primarily by guests prior to their studio appearance, we have integrated a 55 inch UHD video display with Genelec loudspeakers and RTS room-to-room audio communications. Much of the detailed processing equipment is housed in the primary technical room which includes Axon glue, Ross distribution amplifiers, Unifi networking, SNS EVO storage servers, a Quantum tape library with LTO-8 drives, Ross routing and NTP DAD audio interfaces.”

“In summary, we have been able to deliver at sensibly costed and versatile production facility of very high quality, complete with staff training and all supporting documentation. We are confident that this system will provide a long working life.”

Fidelity International was established in 1969 as an international investment subsidiary of Fidelity Management & Research, before becoming an independent business in 1980. Today, Fidelity International handles investments for clients in Europe, Canada, EMEA and Asia, while the US-based Fidelity Management and Research handles investments for clients in the USA. Fidelity has been named Fund House of the Year, DC Provider of the Year at the UK Pensions Awards, and won the Premier Group Award at the Money Investment Trust Awards.



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