

103-inch plasma display installed in a TV studio set to display the high-resolution motion images of news programs.

Installation Details

A 103-inch display installed as a studio monitor for a popular information program.

Produced and broadcast by TV Tokyo since 1988, "World Business Satellite" is a popular news program that specializes in economic and financial information. It's one of the leading news programs of TV Tokyo and the TXN Network. When the studio set for this program was renovated in April 2007, a Panasonic 103-inch full-HD plasma display was installed.

Superb reproduction of images recorded with HD studio cameras.

The "World Business Satellite" studio set was previously equipped with a 100-inch rear projector. When the set was to be renovated, Tokyo Tube, one of TV Tokyo's video equipment vendors, proposed the idea of installing a Panasonic 103-inch plasma display to TV Tokyo Art & Lighting Inc., who was in charge of designing the studio set. The idea took hold largely because the display unit complied with the following requirements.



All of the display units installed on the studio set are flat-panel displays, which results in a highly attractive design.

■ High-quality full-HD display

"World Business Satellite" is produced in digital HD, and TV cameras often capture general scenes around the set as the program proceeds. Because the display itself is also captured by the cameras, it has to display high-resolution images. The Panasonic 103-inch plasma display supports full HD and reproduces images with excellent motion-image resolution, rich gradation, and natural color reproduction, to fulfill all the essential requirements.

■ Thin profile and large screen size

The Panasonic 103-inch plasma display is large enough to provide a powerful presence even when the studio set is shown in a wide-angle view. Because the display unit is much thinner than the previous unit, it also allows considerable installation flexibility for creating a neat, attractive studio design.

TV Tokyo and TV Tokyo Art & Lighting examined the proposal, and decided to install the 103-inch plasma display as part of the studio set renovation.



The 103-inch plasma display is positioned between the main newscaster and the commentator. When the studio is shown during programming, the display unit frequently appears on TV. This makes it essential that it have a large screen size and crystal-clear images.

Plasma Display System Report

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System Outline

Terminal boards provide full compatibility with a digital high-definition broadcast studio.

TV Tokyo's Studio No. 3, which is used for the "World Business Satellite" program, is an HDTV-compatible studio based on the HD-SDI standard. The 103-inch plasma display recently installed here is equipped with an HD-SDI terminal board. This allows the transmission of fully digital video signals free of color shift and bleeding from the studio control room. Even though the studio is brightly lit for broadcasting, the 103-inch plasma display offers superb contrast and renders highly detailed images, which appear sharp and crisp when captured by the studio cameras. The progressive display system of the Panasonic plasma displays blur-free images even when showing characters or still images. In Studio No. 3, two 65-inch plasma displays are also used, and both are equipped with HD-SDI terminal boards for high-definition broadcasting.

Ingenuity in setting up the display in the TV studio.

The plasma display is installed with wall-mounting brackets. Four anchor bolts are used to secure the brackets to the wall, and sponge materials are inserted at the sections where the top two bolts are tightened so the brackets are angled.



(Circled section in the left photo) The tilted brackets provide a slight downward angle to the plasma display and prevent reflections of the powerful studio lights from entering the camera lens.

Three anchor bolts are installed to the top section of the plasma display, and they are connected with four wires suspended from the studio ceiling. These wires prevent the plasma display from accidentally falling.



The 65-inch plasma display blends in with the set, and adds a sense of richness to the studio's reception area.

After Installation

The large screen size and high image quality are ideal for studio sets.

The previous rear projector had a number of drawbacks: the considerable depth restricted set designs, screen joints divided the image, and there was a lack of sharpness in the displayed images. The new plasma display solved all these problems, and brought satisfied results. The studio set for "World Business Satellite" is renovated about once a year, and video display equipment is generally changed at

the same time. The staff is so happy with the 103-inch plasma display that they've already suggested its continued use even after the next renovation.



The large-screen display enhances the simple design of the studio set. It also matches the image of the program, which aims to bring the latest news to viewers.



This 65-inch plasma display is mounted on a movable stand with casters. The screen size is ideal for use next to standing newscasters and commentators.