

Press release

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ROCHESTER INSTITUTE OF TECHNOLOGY USES CLARK CUSTOM FOR THEIR HIGH DEFINITION BROADCAST TRAILER

Sports Zone Live, Rochester Institute of Technology's local TV sports show has new digs. Their state of the art high definition broadcast trailer will broadcast RIT's home games and possibly away games next year and is loaded with equipment such as two configurable 50" plasma screens, five high definition cameras and other techno-toys but what makes this project especially gratifying is the fact that it was completed by students of RIT. James Bober, the head engineer at RIT's Educational Technology Center says, "The knowledge that our students have received from this is changing and molding their whole careers...what students learn in the class room can only take them so far. What we provide is a down to earth application that gives them the edge."

Due to a limited budget, RIT had to come up with a creative way to keep costs down while maintaining the highest quality possible. RIT came up with a solution that called for customization of equipment that allowed each piece to do exactly what it was meant to do. Jim Bober enlisted the help of Clark Wire & Cable in this process. Daniel Collins, Director of Marketing elaborates, "We consider ourselves a company that offers solutions more than anything else...we have on staff engineers and highly trained technicians that can take a customer's idea and make it happen exactly as they envisioned." Utilizing Clark Custom, Clark Wire's custom assembly and panel shop as well as new high definition cable offerings from Clark allowed RIT to concentrate on other aspects of the project.

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Clark was able to design a cable infrastructure that, of and in itself, was state of the art, and still fit within RIT's budget. The project manager for the RIT job explains, "We at Clark are used to working under tight deadlines and budgetary concerns...we constantly monitor our resources to make sure that our customers reap the benefits when our costs go down, what's more to the point with the RIT job is that we have implemented a number of initiatives including evaluations of our pricing structure and have come up with a number of programs that help customers meet their budgets."

In addition to the custom work Clark did, they also provided a hybrid fiber digital camera cable (FCC1V2SH) for RITs Telemetrix units as well as about 22,000ft of Clarks DSM1 (digital sub-miniature cable). Jim Bober explains his decision to use Clark, "We have used Clark products for years, so we knew that was the quality going to be there but their unbelievable service, support and workmanship on the custom assemblies really helped us on this project...as far as the choice for the FCC1V2SH cable, Clark was the originator of that cable. Could another company have done that cable? Sure, but I thought, that's a Clark original and they are the experts on that cable so who better to go with then the guys that designed it" Collins elaborates, "Initially we developed our FCC cable to be used with the Camplex control unit, it uses a fiber optic cable to run high definition video and a coaxial cable for everything else, we've also included an extra fiber line should one go down." Having a high definition truck that is in a league of its own was quite an undertaking from the design stage through the final walk through; this experience has proved to be a win-win situation for all involved.