

Utah Scientific's Flexible Routing and Master Control Powers Massive A/V Expansion at SAS



SOLUTION OVERVIEW

SAS

Business analytics leader and software giant

Business Drivers

- Support HD operations
- Mix fiber and copper I/O
- Control from either of two buildings
- Fit with existing Utah Scientific equipment
- Ensure reliability and future expandability

Utah Scientific Solution

- UTAH-400/288R routing switcher

Results

- Campuswide routing and control
- Flexibility to route both fiber and copper feeds
- Advanced, expandable system
- Laid groundwork for 4K upgrade

When SAS built a new Executive Briefing Center, its already extensive in-house media operation nearly doubled. To handle the additional routing and control, SAS added a UTAH-400/288R routing switcher to connect the Executive Briefing Center to Campus Master Control in another building. The UTAH-400/288R created a fiber routing system centered on 1080i using HD-SDI, with the rare ability to mix fiber and copper inputs/outputs. Operators could use existing controllers from either building, and importantly, the new router worked with the Utah Scientific equipment SAS already had.

SAS is the leader in analytics software and services, with \$3.16 billion in global revenue in 2015. Since 1976, SAS has been helping customers around the world make better decisions faster through innovative analytics, business intelligence, and data management software and services. Its software is installed at more than 80,000 business, government, and university sites in 148 countries, and 91 of the top 100 companies on the 2015 Fortune Global 500® are SAS customers.

SAS has more than 14,000 employees worldwide, about 5,600 of which work at the company's world headquarters in Cary, North Carolina. The 900-acre campus is home to 25 buildings and counting. All told, the production division serves two studios, three auditoriums ranging from 150 to 400 seats each, and two 50-seat classrooms, which are used internally and by outside organizations, along with feeds to executive offices, conference rooms, etc. A production staff of 40 produces commercials as well as promotional, informative, and conference programming, all of which must find its way from a host of cameras and other video sources to countless displays, projection screens, and monitors throughout the campus.