



Ensemble Designs Marketing Director Cindy Zuelsdorf is interviewed by Broadcast Engineering after the company's video converter was selected as a Pick Hit at the International Broadcast Conference in Amsterdam.

# Ensemble Designs wins big for video converter

## BrightEye Mitto named 'Pick Hit' at Amsterdam convention

BY CINDY ZUELSDORF  
Special to *The Union*

### MORE INFORMATION

For more information about Ensemble Design's award, visit [BroadcastEngineering.com/news/broadcast-engineering-ibc2009-pick-hits-winners20090916/index.html](http://BroadcastEngineering.com/news/broadcast-engineering-ibc2009-pick-hits-winners20090916/index.html).

Ensemble Designs of Nevada City was honored to be awarded Pick Hit of the International Broadcasters Convention for their new BrightEye Mitto HD Scan Converter.

BrightEye Mitto is used by television stations as a tool for taking video from the Web to air on TV. Ensemble Design introduced BrightEye Mitto and seven other new products at an exhibition in Amsterdam.

It was the best IBC exhibition Ensemble has ever participated in. We had a huge response from engineers who need a high quality way to take YouTube material to air, to use it in a high-definition TV facility.

Television stations are increasingly relying on Web footage for source material. I

was demonstrating the unit constantly for the full, five-day show.

Mitto's intuitive user interface allows the broadcaster to select a portion of the computer video display using just a mouse, and send it to air. The region selected for output determines if Mitto acts as an upconverter or downconverter. The filters automatically adjust in accordance with the conversion being performed.

"A broadcaster came to us and said they needed a superior

quality scan converter, a way to take YouTube to air with the best possible quality. So we built a product for them," said Ensemble Sales Director Mondae Hott. "When we brought the unit to the customer for testing they were completely amazed at how good the HD output looked."

"Bringing progressive images from the desktop into the interlaced world of video used to be a compromise between sharp details versus interfield flicker," said Ensemble President David Wood said. "The proprietary filtering we came up with satisfies both of these seemingly contradictory requirements. The result is that the output looks as good or better than the original material, which makes it useable in the most demanding broadcast

facilities."

A small stand-alone unit, the BrightEye Mitto offers 1.5 Gb/s and 3 Gb/s HD outputs. The genlock reference input allows the output to be timed to house. Analog or digital audio inputs provide for embedded audio on the output.

Mitto comes from the Latin root for "transmit" or "send." Mitto also is the root word of "uncompromising."

Ensemble Designs is in their 20th year of business and is a leading provider of signal processing and infrastructure products to the professional broadcast industry. Customers include RAI, CBS News, NASA, Major League Baseball, Olympic Broadcast Organisation, Sky, ESPN and TVNZ.

Cindy Zuelsdorf is marketing director for Ensemble Designs.