

# Full-IP Switcher, Ideally Suited to Working with Graphics, Uses XR to Achieve High-quality Video



## Nouvelle Vague Co., Ltd.

Installation : March 2022

Location : Kanto region, Japan

### The Challenge

Equip the company's new, highly advanced virtual studio for full IP capability.

### The Solution

Adopted KAIROS, a software-defined switcher offering flexible layer configurations and high reliability, to enhance the company's virtual studio with full IP support for high-quality video productions.

**KAIROS is an easy-to-use, future-inspired switcher with the potential to realize all-new types of productions.**

Mr. Masayoshi Ikeda  
Executive Vice President  
Nouvelle Vague Co., Ltd.

Note: Job titles as of installation.

### Background

#### Unprecedented Next-generation Studio Incorporating IP and XR

Nouvelle Vague Co., Ltd., which supports TV stations, live events and other client-sites with advanced technological capabilities, set up a new studio, named n00b.st (Studio Nouve), in March 2022. The studio is outfitted with IP-connected equipment for wide-ranging video expression as a virtually expandable space equipped for in-camera visual effects (VFX) and compositing large LED screens and graphics. Panasonic's KAIROS IT/IP platform is a key contributor to this next-generation studio, where the new era of video production is clearly in sight.

### Reason for Choosing Panasonic

#### Stable and Reliable Operation with KAIROS's Multiple Layering

Although Nouvelle Vague had been using IP switchers for some time, it was faced with a number of operational challenges. According to Executive Vice President Masayoshi Ikeda, "Conventional IP switchers offered only a limited number of layers, so there were times when we were forced to stack two or three switchers. We also had issues with stability, such as freezing during broadcasting. But with KAIROS, our productions can stably incorporate more than 50 layers in just one switcher. After comparing many different switchers, including hardware types, we selected KAIROS because it matches our objectives perfectly."

### Video Production Professionals

Nouvelle Vague, founded in 1986, has become one of Japan's most trusted suppliers of top-notch video-technology professionals and equipment to TV stations and other clients. Its newly opened facility Studio Nouve consists of two studios, Studio-1 for XR (Extended Reality) shooting and Studio-2 for chromakey shooting. The facility is operated as a rental studio where technical professionals support clients in everything from shooting to distribution.

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- URL <https://www.noob-st.com/>



# IT/IP platform "KAIROS"



▲ Mixed-reality studio equipped for in-camera VFX. Computer graphics and images projected on a large, high-definition LED screen are combined in real time with performers in the foreground in a fusion of virtual and real worlds.

## Benefits

### Single Unit for Advanced Production of Live esports

Studio Nove is equipped for wide-ranging video productions including not only various entertainment shows, educational programs and corporate events but also live-streaming esports, for which KAIROS is particularly suited. Said Mr. Ikeda: "Esports needs multiple layering and that's where KAIROS really shines. Competitions can involve up to 100 players connected online, requiring information about players, battle stats, etc. to be displayed all at once, which requires some 50 to 60 layers for compositing. KAIROS easily handles this many layers in a single unit as well as flexibly supports complex screen configurations. Furthermore, its stable operation enables stress-free live broadcasts as long as 6 or 7 hours, which we really appreciate."

### Easy Operation for Smooth Live Streaming

"Kairos Creator" GUI software allows users to easily composite images and set transitions for each layer from a PC, just like using Microsoft PowerPoint. Mr. Satoru Murayama of the Media Section in Nouvelle Vague's TD Department, who has produced numerous programs, says, "Kairos Creator allows us to produce images and transitions in advance and then smoothly combine them with live, during the actual performance, without any hiccups. We also can use Kairos Creator to separate certain types of work from the switcher so that the work can be proceeded parallelly."



▲ Control room in which KAIROS is used to freely combine multi-view layouts on two screens.

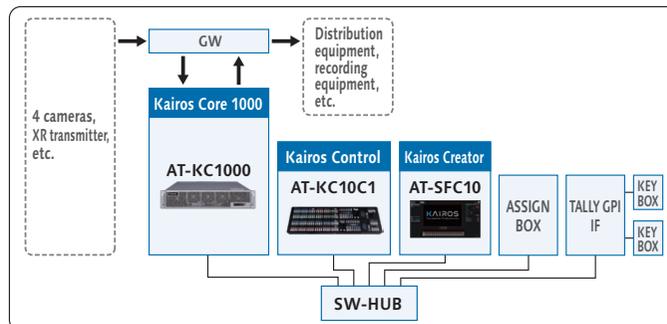


▲ Kairos Creator has gained popularity with changing the color by each layer.



▲ KAIROS mainframe's small, two-rack-units (2U) size saves space in rack rooms.

## System configuration



## Future Prospects

### Meet Expanding Needs with Virtual and Remote Productions

Mr. Ikeda explained: "With KAIROS's multi-layered composition in a single unit and our XR studio's capability to eliminate needs for studio set by each programs. We can provide clients with high-quality production environments at low cost. Looking ahead, we aim to use KAIROS to meet the challenges of remote production. For example, last summer, we handled a large music festival by dispatching operators and equipment to live-stream in an outdoor environment, where we were constantly worried about our power supply. But with KAIROS, which is well suited to remote productions, we will be able to transmit on-site video via IP to our Studio Nove for remote switching, which offers customers tremendous benefits in terms of stable delivery and saving budget. Also, we are now working to create extra-realistic virtual environments by precisely synchronizing graphics and lighting, which we hope to link with KAIROS switching for even greater convenience. We are excited about the possibilities of incorporating increasingly advanced technologies in our studio to exceed our customers' expectations."



Mr. Masayoshi Ikeda  
Executive Vice President  
Nouvelle Vague Co., Ltd.



Mr. Satoru Murayama  
Media Section of Production  
Engineering TD Department  
Nouvelle Vague Co., Ltd.

Note: Job titles as of installation.

## Installed equipment



Kairos Core 1000 (Main Frame)  
AT-KC1000x1



Kairos Control (Control Panel)  
AT-KC10C1x1



Kairos Creator (GUI Software)  
AT-SFC10x1

**KAIROS**  
Incredible Productivity

