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## **TELEFE implements ARRI LED lighting in new studios**

- **ARRI chosen as the only brand capable of fulfilling all TELEFE requirements**
- **TELEFE expands into 11 studio multimedia hub**
- **An unprecedented project fulfilled jointly with BVS, ARRI's representative in Argentina**
- **ARRI's popular line of LED Fresnels and LED SkyPanel soft lights were utilized**
- **All luminaires are working with the DMX 512 and RDM protocols**

**August 28, 2018; Buenos Aires (Argentina)** – TELEFE, Argentina's leading broadcast television network -- which was acquired by international media group Viacom -- launched its latest studios for news production and other live programming. Upon completion of this exclusive project, the studios are now fully operational with all ARRI LED lighting. The venture was carried out with BVS, a technology integrator and the ARRI's representative in Argentina.

As part of the integration process with Viacom, TELEFE is developing further into 11 studios with comprehensive expansion at its new location in Martínez, Buenos Aires province. The recently completed news and broadcasting facility contains a 600-square-meter studio which was built and equipped following firm ecological sustainability guidelines.

Everything was designed to conserve energy not only by utilizing LED lighting, but also by minimizing heat dissipation. This resulted in the lowest possible electrical consumption by air conditioning equipment.

Thanks to support and guidance from BVS, the channel chose ARRI to accomplish their goals. Hernán Winnik, commercial director at BVS, explains, "When TELEFE



was considering the need for a state-of-the-art studio, with the main priority being the implementation of high quality light, we immediately thought of ARRI LED fixtures."

Gustavo Capua, SVP Finance, Technology and Operations Viacom / TELEFE, who was in charge of the broadcaster's capital city studio relocation, comments: "Those of us who have been doing projects in this media for many years have known ARRI for a long time. They are known for their high quality products."

After an exhaustive analysis of the lighting market, along with numerous tests, trials, and evaluations with different brands and models, ARRI stood out as the only company capable of meeting all customer requirements -- both in terms of light levels as well as versatile control of the fixtures.

"The set supports four daily newscasts and we've been able to ensure that each one gets its own distinct lighting set up. By utilizing control of only RGB, we establish a different lighting mood for different artistic treatments, without spending too much time or having to relocate the equipment," adds Gustavo Capua.

ARRI's line of L7-C and L10-C RGB+W LED Fresnels were used. To replace soft lights, new S60-C LED SkyPanels were used. All the fixtures work with DMX 512 and RDM protocols, which provide communication between lighting control equipment and the light fixtures themselves.

ARRI and BVS ensured that TELEFE was given all the tools and know-how necessary. "We held a three-day workshop on lighting controls and communication protocols for this system. Approximately 30 technicians from TELEFE participated," says Wilson Zeferino, ARRI Director of Sales, Latin America. "TELEFE's new facilities are state-of-the-art on an international level and we are very proud that the TV network acknowledges the value of our LED lights. These studios will serve as a model for the entire region."

For a glance INSIDE THE STUDIO view the video here, *Telefe Argentina: at the forefront*: <https://youtu.be/pdz39nHxH-I>

**About VIMN Americas:**

Viacom International Media Networks Americas, a unit of Viacom Inc. (NASDAQ: VIAB, VIA), owns and operates a portfolio of the company's entertainment brands including MTV, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, Vh1, TELEFE and their respective properties in Latin America (including Brazil); the Tr3s portfolio in the United States which focuses on a broad audience of Hispanic Americans; programming agreements for VIMN in Canada with Corus Entertainment for Nickelodeon and Bell Media for MTV and Comedy Central. In addition, VIMN Americas has a majority stake in Porta Dos Fundos, one of the largest comedy content creators in Brazil. The company's multi-platform business ventures include a wide range of products including mobile applications, MTV Play, Nick Play, Comedy Central Play, Mi TELEFE, and TELEFE Noticias, along with on demand products, Nick First, My Nick Jr., SVOD and Noggin products, in addition to multiple websites.



**About BVS:**

Since 2003, BVS designs and integrates projects within frameworks that generate digital convergence in the broadcast sector. The Argentine company provides infrastructure and communications solutions, and designs, implements, optimizes, and provides support for these solutions. It also has alliances with strategic partners who are international leaders in design, manufacturing, research, marketing, and technology services. Through the soundness and innovation of the companies represented, they integrate human and professional values to provide high quality solutions and services.

**About ARRI:**

Arnold & Richter Cine Technik (ARRI) is a global company within the motion picture media industry, employing around 1,500 staff worldwide. The company was founded in 1917 in Munich, Germany, where the headquarters is still located today. Other subsidiaries exist in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of five business units: Camera Systems, Lighting, Media, Rental, and Medical. ARRI is a leading designer and manufacturer of camera and lighting systems for the film and broadcast industry, with a worldwide distribution and service network. It is also an integrated media service provider in the fields of film post- and coproduction and international sales as well as equipment rental, supplying camera, lighting and grip packages to professional productions. ARRI Medical focuses on the use of core imaging technologies for surgical applications.

The Academy of Motion Picture Arts and Sciences has recognized ARRI's engineers and their contributions to the industry with 19 Scientific and Technical Awards.

For locations and more information please visit [www.arri.com](http://www.arri.com).