



Sierra Video

PRESS RELEASE

Press Contact: Curtis Chan
COGNITIVE IMPACT
Ph: 714.447.4993
Email: curtis@cognitiveimpact.com

WorldStage Drives Industry Leading Quality of Service with Sierra Video Ponderosa and Lassen Switchers

Performance, reliability, easy connectivity, and one button operation deliver results for pressure-packed major corporate and entertainment events

Las Vegas, NV, NAB Booth SL6305 – April 16, 2012: [Sierra Video](#), the most trusted name in providing high-quality video and audio equipment for the worldwide broadcast, post-production, presentation, government, and professional video marketplaces, today announced that its [Ponderosa 3G HD/SDI](#), [Lassen 1.5G HD/SDI](#), and [Lassen Composite Routing Switchers](#) have been in use at [WorldStage, Inc.](#), as part of their entertainment technology and engineering services to the event, theatrical, broadcast, and brand experience markets. These routing switchers enable WorldStage to flawlessly deliver their customers the highest quality audio and video at “one shot” events when failure is not an option.

WorldStage combines comprehensive audio, video, lighting, and media networking systems technology with experienced project management skill and extensive logistical know-how to deliver the industry’s best customer service and quality world-class event venues. Product launches, corporate events and press conferences, major developer conferences, Broadway shows, Blue Man group tour, and many others have benefited from WorldStage’s use of Sierra Video Ponderosa and Lassen Routing Switchers.

“These events have a lot of inherent risk,” said Carl McMillan, chief technology officer, Worldstage. “We have one shot to get it right at each event. A single mistake can be damaging to the business health of all involved – sponsoring company, guest executives, entertainer, and WorldStage. If the sound and video company doesn’t come through, there is zero chance they will get called back. With companies like Sierra Video that offer outstanding products, service

and support and have always exceeded our expectations – we have a reputation of always coming through for our customers.”

Consistent with WorldStage’s needs, the Sierra Video Ponderosa is the premiere 3Gbps HD multi-format routing switcher and an ideal hub for video in live staging events where equipment must work right the first time, every time. For critical broadcast, production, and post-production applications, Ponderosa offers a comprehensive array of configuration options to meet a wide variety of workflow needs, including the ability to scale up to a 64 x 64 matrix in 4RU, 128 x 128 in 8RU, fiber optic I/O boards, analog-to-digital, and digital-to-analog video cards, and having the ability to be controlled by most major third party control systems. In addition, Ponderosa’s multi-rate video cards handle standard serial digital video signals and HD serial digital video signals, and its modular design allows video I/O boards to be added on-site, minimizing the system’s downtime by eliminating the disruption of factory modifications.

McMillan further explained his purchase decision, “Sierra Video pays attention to small details as well as the major features that you expect – performance, quality, and reliability is at the heart of why I selected their routing switchers and the only ones I want to continue to use in our company. On the control panel you can easily see the status of a router and when you want to change the source, you can do it with the touch of one button. This is especially handy when we can have 10 HD monitors at a live event that need to be changed for every presenter or entertainer the second they come on stage.”

Sierra Video Lassen routing switchers are designed to provide full production capabilities in a small production space for live-to-air and post-production facilities, remote truck, and corporate, scientific, military and educational installations. HD, digital, or analog workflows can be either a master or a slave in the control system, meaning additional format levels can be added to the Lassen control system, or the Lassen can be added to another Sierra Video routing system. Rear panel data ports allow for complete IP and RS-232/422 control of the routing switcher over the network.

“We can bring in one ton of cable at any one event,” continued McMillan. “Sierra Video’s cable-friendly design is also a critical reason why I selected their routing switchers. Bulky connectors create weight, catch other wires, connectors can come off, tangle with other cables, are hard to snake and pull, and can fall out. In contrast, Sierra Video’s systems can install easily with existing snake tools, can connect in any order, loop from one to the other, split, have no special termination requirements, and can go in multiple directions from a single point.”

Concluded McMillan, “Unlike a traditional broadcast routing switcher setup that is installed in one place for years, we setup and tear down once or twice a week. With Sierra Video’s routing switchers, I never think about whether the equipment will work or not – it always does and has never failed us. A win-win for all.”

About Sierra Video

[Sierra Video](#), a subsidiary of Kramer Electronics, is a leading provider of high quality video and audio equipment for the worldwide broadcast, post-production, presentation and professional video marketplaces. Sierra Video offers a broad range of switching systems and production products for both HD, digital and analog applications. Founded in 1984, the company is located in Grass Valley, California. For additional information on Sierra Video or their products, visit <http://www.sierravideo.com> or call (530)478-1000.

About Kramer Electronics

[Kramer Electronics, Ltd.](#) is a leading manufacturer of high-quality analog and digital audio, video and computer signal management products for the ProAV, Presentation, Production, Broadcast, Home Theater and Security markets. Kramer has corporate sales and distribution offices in the United States, Canada, Mexico, Brazil, Argentina, United Kingdom, Belgium, France, Spain, Germany, Italy, Sweden, Poland, Russia, Israel, India, China, Singapore, Japan, Korea and Australia.

About WorldStage

[WorldStage Inc.](#), the company created by the merger of Scharff Weisberg Inc and Video Applications Inc, continues a thirty-year legacy of providing clients the widest variety of entertainment technology coupled with conscientious and imaginative engineering services. WorldStage provides audio, video and lighting equipment and services to the event, theatrical, broadcast and brand experience markets nationally and internationally.