

# Imagine Communications & Panasonic

## Harness the Power of ST-2110 for Today's Production Environment

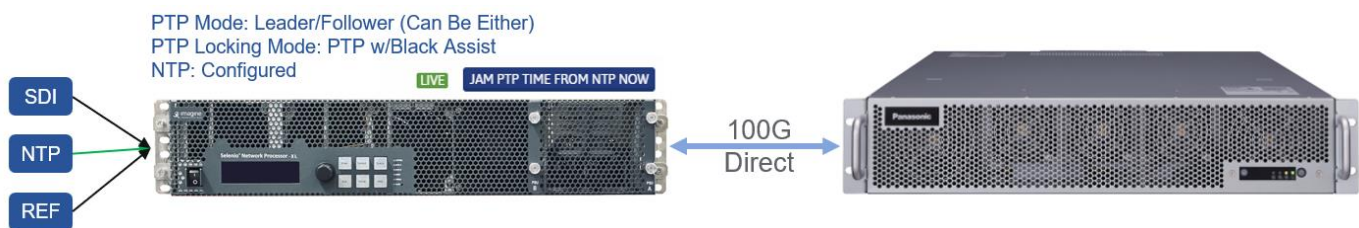
Live production events worldwide are adding IP workflows and customers are looking to implement the most effective SMPTE ST-2110 live production systems. Imagine Communications' [Selenio Network Processor](#) and [Magellan Control System](#) combined with the Panasonic [KAIROS](#) switcher provide customers a reliable foundation when making their move to IP.

The SNP/KAIROS solutions provide a cutting-edge ST-2110 Networked Solution designed to elevate the production capabilities to meet nearly every requirement. This comprehensive system supports SD/HD/UHD SDI/IP Inputs/Outputs, and HDR/SDR, enabling seamless IP to IP processing with SDI on/off ramps. The inclusion of PTP ensures precise timing synchronization, while strong interoperability provides flexibility for multiple manufacturers and devices to be incorporated in a single SDI / ST-2110 hybrid system.

The advantages of how the SNP family, works with the KAIROS switcher are extensive. The SNP-XL package, for example, offers the capability to route up to 32 sources to KAIROS and another 32 outputs within a scalable framework. Users can easily adjust video formats and resolutions to meet changing requirements, ensuring adaptability in dynamic production environments. Additionally, the incorporation of advanced features such as JPEG XS and HDR processing further enhances the system's versatility, making it a comprehensive choice for mobile and studio setups. All this functionality in a new 2RU package with improved thermal and acoustic performance.

### SNP-XL/KAIROS Connectivity Examples:

**Direct Connect to enable up to 32 SDI inputs and 32 SDI outputs (each direction)**

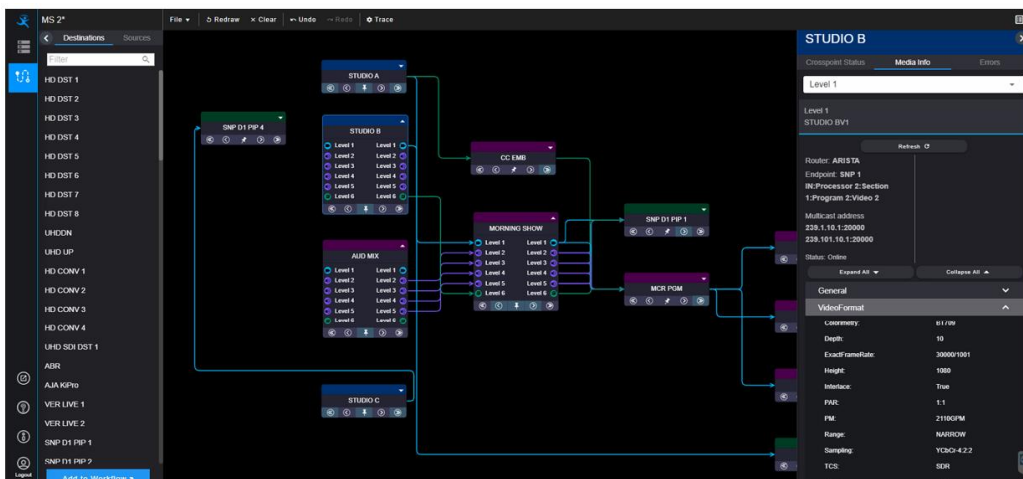


Connect via a 100G ST-2110 Switch Solution for a single or multiple KAIROS switcher frames to enable up to 32 SDI inputs and 32 outputs each direction plus all native ST-2110 devices connect via the 100G ST-2110 Switch



### Control System:

- [The KAIROS / SNP-XL ST-2110 Solution](#) can utilize a robust control system, and the Imagine Communications Magellan Control System is the solution. This ST-2110 Network Solution is seamlessly enhanced by Magellan PathView, which integrates router control functionality and serves as a vital Management Network control point that dynamically routes and displays the entire system status or just your workflow – you make the choice. These advanced ST-2110 visuals can include video and audio information, IP parameters and extended program details
- The Magellan Control System efficiently routes sources and destinations, offering comprehensive control over the entire system. Additionally, it provides essential awareness of all ST-2110 traffic on the network, ensuring a streamlined and well-managed operation.
- Magellan PathView Dynamic Workflow Visualization Example



## Imagine and Panasonic – Customer Success Stories:



<https://www.digitalmediaworld.tv/broadcast/imagine-and-panasonic-combine-to-support-ip-migration-at-creative-technology>

*“One of our primary considerations in planning a transition to ST 2110 was the comfort level of our broadcast engineers and project managers who are unfamiliar with IP, but the combination of SNP and KAIROS dispelled that apprehension immediately..... You plug a single cable between the two devices and it just works. That simplicity was a big, big part of our decision — it is a great combo.”*  
*Sid Lobb, Head of Vision and Integrated Networks, Creative Technology*



<https://www.youtube.com/watch?v=jgF3JrvAhC4>

*David Franks, Technical Director at Cottonwood Creek Church, expresses his enthusiasm for the versatility of KAIROS, stating, "It's just such a Swiss Army knife of production in that it is very capable to work with our LED wall as well as our production graphics using macros and using scenes."*

### About Imagine Communications:

[Imagine Communications](#) empowers the media and entertainment industry through transformative innovation. Broadcasters, networks, video service providers and enterprises around the world rely on our optimized, future-proof, multiscreen video, and revenue enablement solutions every day to support their mission-critical operations. Today, nearly half of the world's video channels traverse our products, and our software solutions drive close to a third of global ad revenue. Through continuous innovation, we are delivering the most advanced IP, cloud-enabled, software-defined network and workflow solutions in the industry.

### About Panasonic:

[Panasonic](#) is a leading technology partner to businesses and governments, at the forefront of everything from electric batteries to smart cities to high-tech stadium experiences. We provide a wide range of integrated solutions across many different industries, including automotive, avionics, energy and utilities, food services and hospitality, retail, government and public safety, logistics, manufacturing, and sports and entertainment. By anticipating the future, innovating continuously and integrating disruptive technologies, we're able to produce breakthrough solutions for our clients. Our goal? To create technologies that move us toward a better life and a better world.