

Application Story

BFM Business - NextRadioTV



The new BFM Business channel based in France targets high level professionals like managers, and delivers business news and stock updates around-the-clock.

BFM Business channel chooses Christie MicroTiles

To launch their recent expansion from a radio news station to a high-tech financial information television channel, France's NextRadioTV turned to Christie® MicroTiles® for the backdrop to inform their viewing audience. Billed as a media outlet unlike any other in the world, the new BFM Business channel targets high level professionals, particularly managers, and delivers 24-hour business information, news and round-the-clock stock updates. The impressive 88-unit media wall sits behind the on-air presenters and greatly enhances the delivery of stock prices in real time, as well as video and graphics to augment stories.

According to Philippe Espinet, chief technology officer with NextRadioTV, the major considerations in converting the radio studio to a TV studio were space and cost. The space was located in the middle of the BFM Business editorial offices, and technology was a challenging fit. "Contrary to our other continuous news channel, BFM TV, we chose a 'real' rather than a 'virtual' decor, which generates additional operating costs because it requires additional staff," he said. While still on the air as a business and financial information radio station, the challenge was to add a 'TV layer' highlighting the presenters and financial information through the on-air look, which has added real value for the channel.

Although there were many technology solutions available for the set, Madec Julien, sales director for Christie distributor, TAV, recommended Christie MicroTiles for the job. "When BFM Business explained their circumstances, we told Philippe Espinet he should look at Christie MicroTiles," he explained.

"As an initial choice, we had the option of putting together LCD or plasma screens. But given the size of the area to cover and the extensive use throughout the day, there was a risk of the display becoming marked after some time. Also, the installation's lifetime would be limited to just two years. So we eliminated this option," said Julien.

A second option was rear projection cubes, but this solution also came with some unacceptable characteristics. The cubes were too deep compared to the area of the

Customer:

BFM Business (NextRadioTV)

Location:

France

Industry/Market:

Broadcast studio

Partners:

TAV

Requirements:

In an open-concept, live television studio environment, a visual display solution that produces low noise, low heat and provides a shallow physical set up was required. In addition, the media wall needed to be virtually maintenance-free and have very low energy consumption.

Summary:

The new BFM Business channel wanted to enhance their on-air television reports with a media wall to wow their audiences. After careful consideration of all possible solutions, the group decided on Christie MicroTiles to provide a virtually seamless canvas that displays stock prices in real time, various pictures and video during live newscasts.

Products:

88 Christie MicroTiles

Results:

Officials with BFM Business and NextRadioTV are thrilled with the performance of their Christie MicroTiles wall. Besides fitting their space restriction requirements, as well as their heat, noise and energy limitations, the visual output on the 36 square foot array is exceptional. The wall is the eye-catching centerpiece of the new high-tech set.

