

BLT: Television technology with passion

BLT Italia designs media servers with dedicated control software and tools for the television industry. Established in 1959, BLT roots are strongly planted in the television industry. The company, which in fact witnessed the beginning of television, has advanced throughout the years with constantly improving and advanced technology in order to meet the ever-changing industry requirements. The latest BLT challenge is the transition to High Definition Television (HDTV). The first BLT product for this new era is the SMS-400HD, HDTV live production tapeless system.

Little, big company

BLT products comply with all international broadcast specifications. Furthermore, because there is no single worldwide technical standard, BLT products are easily operator selectable to the major standards, thus satisfying worldwide production needs in a single unit. Spanning through a broad range of applications, BLT solutions are



especially appreciated during the production of live and sports events. Capturing sports events is one of the most challenging steps in the television broadcast chain. Especially for live and sports production events, BLT provides powerful tools, featuring functions such as continuous recording (ensuring vital shots are never lost), simultaneous playback while recording, highlights, high speed recording for super slow-motion, contribution and playout storage.



The BLT video client control software is available as an add-on for descriptive metadata creation and visual clip browsing and editing. Such tools give to television directors a valuable support to capture unforgettable sports events for the enjoyment of millions of television viewers, bringing the "the thrill of victory and the agony of defeat" directly to their television sets.

Product portfolio

The newest BLT product is the HDTV media server SMS-400HD. The SMS-400HD leads the new generation of the BLT product line, which allows for full HDTV and SDTV compatibility, ensuring a seamless transition to HDTV. The compression engine in the SMS-400HD is based on the latest JP2K technology, which features all production quality requirements – 4:2:2 process, 10-bit precision, full HDTV resolution and no motion artifacts. Simultaneous recording/playback, random and non-linear access, continuous loop recording with real time clip protection are native SMS-400HD features. Vital shots are therefore never lost and instant playback, replay, slow motion or super-slow motion are always available at the touch of a button. SMS-400HD records up to three independent HDTV video sources or, if connected to a high-speed camera, performs super-slow motion with HDTV native full resolution and full field rate, up to three times the conventional rate (150/180 field/sec). RUS-Color is the BLT dedicated companion control



panel for the SMS product lines. The RUS-Color control panel, equipped with a large color LCD display, unleashes the advanced capabilities of BLT video servers, allowing simultaneous control of up to four units. Cue management, clips and sequences, single channel or multi-cameras, networking real-time clips overwrite protection, Jog/Shuttle, T-BAR are just some of the features. RUS-Color also provides the familiar VTR look-and-feel, which operators are familiar with, while offering the instant, fast operation required during live events.

Short, long history

Established in Tuscany by Leonardo Bartelletti, BLT – which stands for Bartelletti Leonardo Television – was a pioneer in the television industry: the company was registered in November 17, 1959. In nearly half a century, the company has witnessed the electronic tube age vanishing, the appearance of the transistor, followed by integrated circuits devices right up to present day convergence of information technology. Black and white television cameras and monitors destined for educational television studios marked the start of BLT. In 1965 BLT showed its own complete television production studio

system for use on a university campus. At the end of the 1970s, BLT began its journey into digital video. Thanks to close customer relation and feedback BLT is continuously improving its systems. Today, BLT products are utilized each day by such prestigious broadcasters as the RAI, along with many other television broadcasters worldwide.

Just recently, BLT video servers were used during the Euro2004, Athens Olympic games, Turin Winter Olympic games (where BLT supported the RAI

in HDTV tests for DVB-T/HD) as well as for the World Cup in Germany.... and the story continues!

BLT participates in main industry and engineering associations to maintain close contact and dialog with key customers and equipment manufacturers and to ensure equipment interoperability. BLT is a member of ISO/UNINFO (the Italian ISO MPEG body), IEEE, a sustaining member of SMPTE and a full member of Pro-MPEG Forum and BLT is participating in the HD Forum Italia foundation.

BLT staff

The BLT staff includes 15 skilled technicians, mostly in the areas of research and development and technical support.

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