

BLT: 50 years of passion for television technology

BLT Italia was founded in 1959 by Leonardo Bartelletti for the design and manufacture of professional television equipment. On 17 November 2009, BLT Italia will celebrate its 50th anniversary of activity in the professional television industry. Half a century of experience spanning from the electronic tube age to the present HDTV days. BLT is constantly developing new products and solutions, adopting cutting-edge technologies in order to meet the ever-changing requirements. The latest BLT challenge is the transition to high definition



television (HDTV), 3G and networking to achieve a complete tapeless live production workflow.

Little, big company

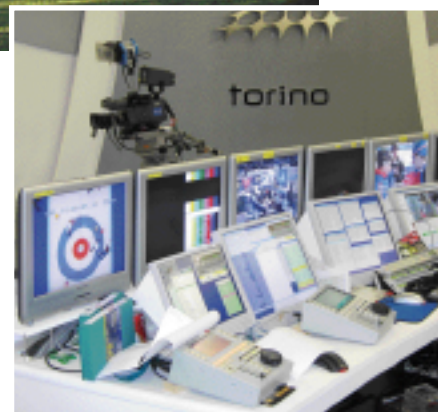
BLT products comply with all international broadcast specifications, providing a single-unit solution to most production needs. They are used every day by OB vans and studios worldwide

Spanning a broad range of applications, BLT solutions are especially suited for live and sports production events thanks to powerful features 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, visual clip browsing and editing. Such applications provide

television directors with a valuable tool to capture unforgettable moments 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

All BLT media servers of the SMS-HD family support both full HDTV and traditional SDTV. Their compression engine is based on the latest JP2K technology, which meets 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-HD features. A single SMS-HD server can manage a combination of up to eight input/output multimedia channels featuring simultaneous playback while recording. The material coming from each recording channel can be shared by all playback operators in real time. When connected to a high-speed camera, the server can

perform super-slow motion with HDTV at full native resolution capturing up to three times more frames than conventional systems (150/180 field/sec). RUS-Color is the BLT dedicated control panel companion for the SMS product family. 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 with overwrite protection, Jog/Shuttle, T-BAR, VTR look-and-feel operation are just some of its features. The latest RUS-ColorPlus comes with



an integrated GUI with features aimed at supporting the workflow of both VTR operators and PC-based NLE editors.

Short, long history

Established in Tuscany by Leonardo Bartelletti, BLT – which stands for

Bartelletti Leonardo Television – was a pioneer in this industry, driven by his passion for television technology. The company was registered on 17 November 1959. In half a century, BLT has witnessed the disappearance of the electronic tube age, the appearance of the transistor, followed by integrated circuit devices right up to the present day convergence of information technology with communication. Black and white television cameras and monitors aimed at educational television studios

marked the start of BLT. In 1965, BLT introduced its own complete television production studio system for use on university campuses. At the end of the 1970s, BLT began its journey into the digital world, which led to what is now known as the digital revolution.

Today, BLT products are used each day by prestigious broadcasters such as the Italian public broadcaster RAI, along with many other television broadcasters worldwide. Since Sidney 2000, when BLT video servers made their first appearance, almost all major sports events (the Olympic Games, Football World Cups and Champions League) have relied on BLT technologies.

BLT prides itself on being a member of the most prestigious engineering associations in the video industry. This allows the company to maintain close contact and dialog with key customers and equipment manufacturers in order 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 HD Forum.

BLT staff

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

President and founder: Leonardo Bartelletti
CEO: Mamerto Baldassari
International Sales: Wladimir Rossi
PM Customer Care: Danilo Nardini
Marketing-Communication: Nadia Marino

BLT Italia S.r.l.
 Via Rosselli, 91
 55043 Lido di Camaiore LU
 Ph. +39 0584 904788
 Fax +39 0584 904789
 blt@blt.it
 www.blt.it