

TV Magic Facilitates HD Infrastructure Upgrade of Eastside Christian Church

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Broadcast systems integrator TV Magic announced the completion of an HD upgrade for Eastside Christian Church in Fullerton, Calif. Providing systems design and installation services, TV Magic helped the church with 3,600 attendees to make a smart investment in HD systems and to improve video quality significantly for its iMAG system, feeds to overflow areas, and DVD production of worship services.

"TV Magic has performed successful design and installation projects for some of the most sophisticated worship centers in the United States, so we felt confident following in our colleagues' footsteps and working with TV Magic to achieve our video production goals," said Chris Gille, CTO at Eastside Christian Church. "The company's expertise in making a cost-effective HD transition was invaluable during this process, and the improvement in our video quality has been dramatic."

In upgrading Eastside Christian Church's video production systems, TV Magic created a systems design that would enable installation of state-of-the-art video systems into the church's existing attic space. The resulting infrastructure has allowed the church to boost the quality of video distributed throughout the worship facility, and to do so while planning for possible expansion, broadcast, and relocation opportunities in the near future.

TV Magic replaced the Eastside Christian Church's prosumer analog gear with HD-capable digital equipment including a Grass Valley™ Jupiter™ router and control system, a Grass Valley Kayak production switcher, a Miranda Kaleido-Alto-HD multi-image processor accommodating up to 10 inputs, a 52-inch Sony flat-panel rear-wall display, multiformat video monitors from Sony and Marshall, Wohler audio monitors, a Clear-Com intercom system, and conversion and processing systems from Cobalt Digital, Analogway, and Evertz.

"Flexibility and value are a critical combination in today's HD installations, and the systems integrated into Eastside Christian Church were carefully selected to ensure a significant positive impact in the short term, as well as the long-term utility and performance so important within the house of worship market," said Benito Behar, Vice President of Sales at TV Magic. "We're pleased to have partnered with Eastside Christian Church to enhance the worship experience and to build a smart foundation for the church's ongoing growth."

More information about the services offered by TV Magic is available at www.TVMagic.tv.

About Eastside Christian Church

Eastside Christian Church began in a living room in Fullerton in 1962 and today holds five services a week, as well as youth and Spanish-language services, within its East Fullerton worship center, fellowship hall, and classrooms. Situated in North Orange County, Calif., the campus is also home to Eastside Christian School, a licensed preschool and an accredited K-12 program that educates more than 600 students. More information is available at www.eastside.com.

About TV Magic

TV Magic is a broadcast and AV systems integrator and engineering company committed to providing its customers with the highest-quality service in the industry. Regardless of the size, scope, or sophistication of the project, TV Magic has the experience, the knowledge, and the talent to define and meet its technical requirements. The company leverages today's technology to deliver end-to-end solutions for a variety of applications from broadcast facilities to HD production, to installed AV solutions, and many more. TV Magic prides itself in developing partnerships with customers and vendors that lead to successful long-term relationships. The company has offices in San Diego, Los Angeles, and Latin America. Additional information is available at www.TVMagic.tv.

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