



**HYBRID MC**

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**BFMTV chooses HYBRID MC's virtual set solution for the design of its shows**



HYBRID MC, European leader of virtual set solutions, provides BFM TV with virtual set equipment. BFM TV will air on french numerical terrestrial television network, cable TV, and mobile 3G TV technology. After comparison of the virtual set solutions available on the market, BFM TV chooses the complete solution range of Easy Set by HYBRID MC.

- **Easy Set Turnkey:** The “all in one” solution includes 3 HMD robotic heads, managed by a single remote controller and a touch screen panel, allowing one operator to manage all the cameras of the studio from a single station. The various virtual sets used by BFM TV are rendered by 2 virtual set stations Easy Set.
- **Easy Set TrackLess:** The newest of HYBRID MC's solutions, allows the use of fix cameras to simulate movements within a virtual set. This tool is simulating movements such as travelling or elevation while saving costs.
- **Easy Builder:** The external control, allows BFM TV to trigger all the sets, and to feed the real time graphics with financial databases.

**The Safire chroma keyer, from Crystal Vision, provided by HYBRID MC, completes the whole set up of BFM TV.**

BFM TV will produce all its shows with the help of Easy Set. The sets used by BFM TV are composed by a virtual wall of video screens reproduced in Easy Set and feed in by video servers.

“This system offers us infinite possibilities regarding the choice of our sets. We had a real precise idea of what we wanted, and after a quick comparison between the “real” solution and the “virtual solution” that HYBRID MC could offer, it didn't take long before our choice was done. We are really satisfied.” **says Gregory Samak, general manager of BFM TV.**

HYBRID MC has equipped more than 30 TV channels around the world. After KTO TV and TF1, BFM TV is the third french TV channel to choose HYBRID MC's virtual set solutions.



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### **About HYBRID MC**

Founded in 1996, Hybrid MC is an Emmy award winning pioneer in virtual Studio technology, offering a full range of products and services for mixing real and computer generated graphics. Their solutions are purpose built for the real-time delivery of broadcast quality imagery. Privately held, Hybrid MC is situated in Paris, France, with customers located around the world. For more information on HYBRID MC, please visit our web site at [www.hybrid-mc.com](http://www.hybrid-mc.com).

### **About BFM TV**

BFM TV is owned by the listed group NextRadioTV (owner of the french radio station RMC and BFM). BFM TV has the ambition to become the first cost-free French 24/7 news channel. Its shows will be oriented on general information and financial and economical news open to a large public. [www.bfmtv.fr](http://www.bfmtv.fr)