

## Bold, Expansive and Multi-Functional: Devlin Design Group Transforms KTVX-TV with New HD Studio

*Salt Lake City:* On April 26<sup>th</sup>, Newport Television's KTVX-TV, the ABC/CW affiliate in Salt Lake City, launched a new era in its broadcast history with a complete transformation to HD. Giving them a bold look that sets the station apart in the market was the award-winning HD team at Devlin Design Group.

"We chose DDG based on their reputation and their portfolio," said Terry McFarlane, KTVX Creative Services Director. "The DDG team did an excellent job in helping us achieve the look we wanted."

KTVX's transition to HD encompassed every aspect of the look, feel and capabilities of the station. The set was specifically designed to showcase the use of high-definition video, and a brand new HD graphics package.

"Improving the overall look and presentation capabilities of our newscasts was key as we made the transition to HD," said McFarlane. "We needed multiple presentation areas, and the flexibility to create different looks. DDG created a variety of options for us using multiple plasma arrays and backdrops."

DDG's high-tech, modern wraparound set combines sleek, lighted diffusion acrylics with warm wood tones. This provides the perfect contrast to the clean, bright, bold new graphics package that showcases the station's "Taking Action 4 You" branding.

"Understanding a station's brand, and how to visually translate that brand, is the foundation of every HD studio we create," said Dan Devlin, DDG's Creative Director. "Our job is to unleash a design explosion in the marketplace with a set that grabs viewer attention – and is spot on with a station's positioning."

"The set was part of a major technical expansion and upgrade at the station," said Gary Brown, Newport Television's Vice President of News. "Working with DDG was a good experience. They listened to the station's needs and delivered what was promised in our aggressive time schedule."

Reaction from viewers has been "very positive" added McFarlane. "The combination of launching HD, and our new set and graphics package, gives us a much-improved look. Dan and his team worked with us every step of the way to achieve our goals."

*DDG is a pioneer in HD scenic design. Their team of HD experts created the digital scenics for WRAL-TV, the first U.S. station to broadcast in HD, in addition to award-winning sets for broadcasters around the world. DDG is known worldwide for its experience and expertise in creating digital scenics specifically designed for the HD environment. See samples of our work at [www.ddgtv.com](http://www.ddgtv.com)*

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