

**Fisher's KVAL-TV: "We pushed DDG hard with a short timeline, but they were able deliver our new HD set on time and on budget."**

**Eugene, OR:** The local news market in Eugene just got a lot brighter with the launch of KVAL-TV's beautiful new HD set from Devlin Design Group. The Fisher Communications CBS station recently made their long-awaited HD debut in the May book. After reviewing several top design firms, station executives chose Devlin Design Group, a well-known pioneer in HD studio design.

"We ultimately chose Devlin Design Group because they demonstrated from the outset they were attentive and responsive to our needs and ideas. They came back with a design that was nearly spot on what we had in mind," said Greg Raschio, KVAL's VP/General Manager.

#### **The most current HD technology and techniques to present and explain stories.**

Like almost all news studios today, KVAL's set serves multiple newscasts and multiple franchises within the newscasts, making flexibility key.

"We needed a set to showcase our anchors, but also to highlight our reporting team, making them an active part of the newscast," said Bob Wernick, Director of News Operations KVAL/Fisher Communications. "Dan and his team gave us a flexible design that offers multiple backdrops as well as locations for reporters to front their stories and interact with the anchors."

Not only does the set itself put KVAL heads and shoulders above the competition, DDG's expertise in HD lighting and shot blocking superbly showcases their anchors and reporters like never before.

"Bottom line, KVAL was in real need of an updated look," said Dan Devlin, DDG's Creative Director, "and we were proud to be chosen to bring them into the HD realm. The station team was incredibly enthusiastic about the transformation, extremely organized, and had such great energy. They were just tremendous to work with. All in all, this was a fantastic project."

#### **A Significant Investment...a Tremendous Relief.**

"When the scenics and other components showed up and the installation began, everything met or exceeded our expectations," said Raschio. "It's a tremendous relief when you're making a significant investment in your station's future."

*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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