



TITLE: **IDEAL SHOPPING DIRECT** **Peterborough, UK**

IAC Bulletin STU/10.00

IAC EQUIPMENT SUPPLIED:

A 3000ft² (280m²) TV studio, acoustic doors and a standard voice-over booth

This new TV studio (above) was constructed by IAC for UK satellite broadcaster *Ideal Shopping Direct* in just six weeks. Located at the Peterborough headquarters of the new channel, the 3000ft² (280m²) studio is large enough to accommodate three different sets simultaneously and is in almost constant use for both live transmissions and programme recording. Its technical specification is based on a demanding NR15 internal ambient noise level - the acoustic standard adopted by many European TV stations handling live broadcasts - and the entire modular studio structure can subsequently be dismantled and re-configured in the future, if required.

The studio was built by IAC using its *Moduline*® system of pre-fabricated laboratory-tested acoustic components, which includes steel wall/roof panels and high performance acoustic doors that provide access for both scenery and personnel. The effect of assembling these components is to create a massive soundproof shell, inside which noise from road traffic, passing aircraft and nearby warehouse and office operations cannot be heard.

In addition to providing the TV studio itself, IAC also installed several other acoustic products in other parts of the building. These included a voice-over booth - from a low cost 6-model standard range - and silenced air conditioning systems for the TV studio and nine other technical rooms.

