

"Devlin delivered! We now have a definitive competitive advantage when it comes to visual presentation."

Rochester, NY: [Newport Television's WHAM-TV](#) has already made a big mark in Rochester with its #1 standing in the market. Now, the ABC affiliate's stepped it up even more by bringing in [Devlin Design Group](#) to create a new [HD set](#) design.

"We wanted a high-def set that was very versatile and would give us multiple looks in a relatively small studio space," said [Chuck Samuels](#), Vice President & General Manager of WHAM-TV. "Devlin delivered! We can pivot our anchor desk or move it completely out of the way to create a different look using our large rear-projection background. We're very happy with the multiple uses we now have at our disposal." He added, "I've already recommended DDG to our sister station in Syracuse – and they're using them to create their new HD set."

"I was impressed by how Dan and his team worked so closely with us every step of the way. No detail was too small. In the end they created a news environment that is both aesthetically stunning and functionally versatile. You'd be hard pressed to find a better looking set anywhere." says Matt Maylan, WHAM's News Director.

"We've been fortunate to have created HD sets for a number of Newport stations," said Dan Devlin, Creative Director of DDG. "So once WHAM's management team saw what we designed for their sister station [KTVX-TV](#) in Salt Lake, they were ready to kick things up a notch in their own market – and we were more than ready to help them!"

The star of WHAM-TV's new [HD news set](#) design from DDG? A stunning 22-foot wide projection system that blends three projectors to create one big, beautiful, curved skyline image. The rest of the studio is sleek, sophisticated and minimal, allowing the anchors and reporters to shine.

Behind the upscale exterior lies a powerhouse of technology – including a state-of-the-art weather center and projection wall. In addition, [DDG's](#) expert lighting design and shot blocking takes full advantage of the HD environment.

"We're thrilled with the results," said [Kevin Kalvitis](#), WHAM-TV's Director of Promotion/Marketing. "It has a real "wow" factor to it. The integration of the three rear-projector system certainly sets us apart from our competition. The aesthetics of the [news set](#) really shine in HD."

"We are the market leader in news," he added. "We expect and demand excellence, and we know our viewers do as well. DDG helped us raise the bar. The positive feedback has been phenomenal."

DDG is a pioneer in HD broadcast set design. DDG's team of HD scenic designers created the first HDTV news set for WRAL-TV, the first U.S. station to broadcast in HD, in addition to award-winning broadcast set design for broadcasters and networks worldwide. The DDG pros are experts in creating TV news set design specifically for High Definition environments. See samples of their creative work at www.ddgtv.com DDG, creativity unleashed.

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