



TV Stations Discover a Versatile Set

For two TV stations in the Minneapolis-St. Paul market, a trade show exhibit has proven to be a versatile and economical in-studio set.

KSTP-TV Channel 5 and its sister station, KSTC-TV Channel 45, share the exhibit and customize it for a variety of programs, including sports, election coverage, telethons, and special reports.

"It's not just one set. You can make it look a number of different ways, which is great for the number of programs we do," says Curt Cruz, Art Director for KSTP's 5 Eyewitness News. "We're really thrilled about it."

Cruz estimates that a traditional set – with one permanent design – would have approached \$200,000. For a fraction of that price, Skyline provided a versatile, modular solution: reconfigure the layout – up to 40' wide; change the seamless graphic panels to match the program; disassemble and set up on location; roll in the desk or roll it out; redesign new graphics.

"You can come up with a lot of different variations, which gives you more bang for the buck," Cruz says.

Name

KSTP-TV Channel 5

Primary Business

Publishing, Printing
& Media

Exhibit Size

Permanent installation

Products / Services

Inliten®
Fabric graphics

Key Objectives

Design
Flexibility
Lower operating costs