

**Product  
Development**



**Case Study**

# **Complete Box Build**

**For outside broadcast industry**



## ANR Case Study: Product Development

[Hitomi Ltd](#) are leading international technology specialists that design solutions essential to the synchronisation of sound and vision for televised outside broadcast events.

Their range of products allows operators to confirm that timing, including lip sync coherence, is precisely controlled between video and audio channels. These facilities are of huge significance for delivering high quality performance in the age of UHD (Ultra High Definition) outside broadcasting.

For approximately four years, ANR Manufacturing has been working closely in partnership with Hitomi on product development, bringing their innovative and sophisticated TV broadcasting solutions from initial designs all the way through to manufacturing production.

Additionally, we have also been providing logistics, distribution and other support services, allowing the client to concentrate on their core product design activities.

## Work Undertaken

As has happened with ANR clients on a number of occasions, Hitomi's previous suppliers had been unable to fulfil all that was required of them. When they approached us, they found that we had the engineering and electronics expertise to provide them with products manufactured to the most precise and rigorous specifications. They also discovered that we were able to offer the flexibility to handle orders in short time schedules and to meet the inevitable peaks in their fast-moving business.

Hitomi quickly came to recognise us as their product development and manufacturing partners, committed members of their team. In short, our shop floor became their shop floor.

Our in-house engineering and project management skills have provided the capabilities to fulfil all the stages in bringing Hitomi's technologically advanced broadcasting solutions to market. These have included:

- Prototyping, engineering and testing integral PCBs and other components
- Ordering sheet metal and required materials
- Constructing chassis and bringing components together in a box build assembly
- Testing in close consultation with the client
- Soaking to confirm reliability (i.e. via heat cycling processes)
- Identifying any component failure
- Carrying out diagnostic analysis to find out why the failure occurred and whether it was a one-off issue or likely to recur
- Correcting any faults and retesting
- Providing temperature controlled in-house storage and warehousing facilities
- Packaging in secure containers and undertaking regulatory procedures and logistics for dispatch to both national and overseas destinations

## End Result



Hitomi's product is in use around the world and is becoming the outside broadcast industry standard.

Hitomi are fully satisfied with the continual product development support they have received from ANR. We have also been getting increasingly involved with providing advice at the product design stages as well as offering the range of services described.

This client has found the fact that ANR offers a total in-house solution to their requirement to be invaluable and we continue to work together on a daily basis.