

**A picture with White at 100% and Black at 85%**

Should we be surprised that it looked awful.

It goes like this:

1. Pretty graphic created using high end graphics system.
2. Image delivered to broadcast centre and converted to another format (gif, tif, jpg, bmp, tga....)
3. Image rendered in on air system to suit SDI (720/50i).
4. SDI transmission converted to PAL (625/50).
5. PAL signal modulated onto RF System.
6. RF distributed for display on standard (non black clamping) TV sets.

So what did everyone end up seeing?