

VideoLink Upgrades ReadyCam® Video Studio with Sony's BRC-H900 PTZ Camera

Customer:

- VideoLink for the VideoLink ReadyCam Video Studio

Industry:

- Broadcasting/ Video Production

Challenges:

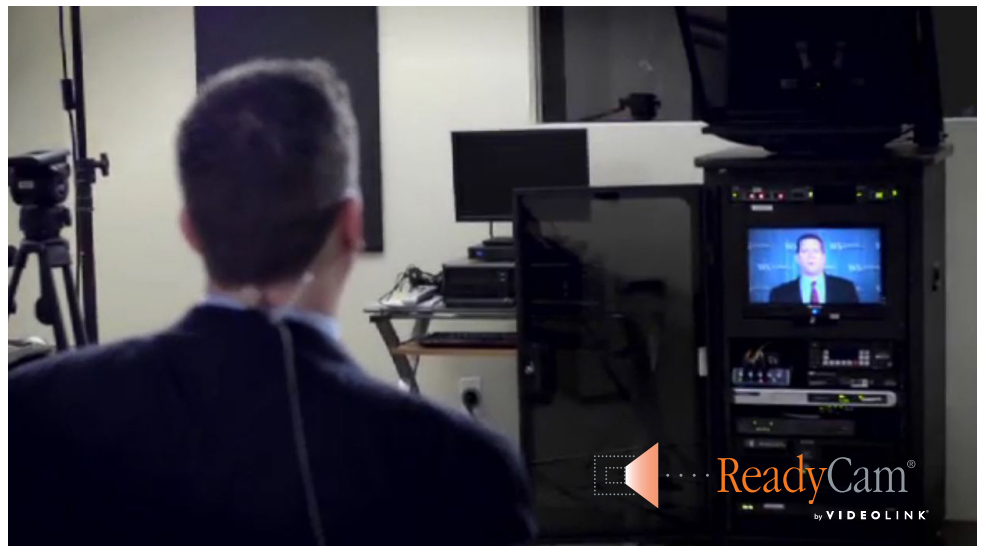
- Provide full-service, remotely operated, high-definition quality live video and video production service for corporate clients
- Enable executives/experts to appear "live" on network and cable programs without leaving the office
- Deliver high-definition, full broadcast studio video quality in limited space/facilities

Solution:

- Install Sony's BRC-H900 remote PTZ with 1/2" x 3 CMOS sensors

Benefits:

- Provided broadcast studio camera quality in compact form factor that fits in space-limited environments
- Enabled superb picture quality "cuts" seamlessly to match feel and look of broadcast studios
- Fully remote hands-on camera operation from anywhere



Since it was originally conceived some 15 years ago, VideoLink's ReadyCam on-site studio has achieved extraordinary success by offering experts and executives live access to world-wide media outlets using professional video capabilities without ever leaving their offices. Throughout, Sony broadcast quality PTZ cameras have been a crucial enabling technology in delivering what are now over 8,000 network feeds a year for clients across the globe. The ReadyCam's latest feature enhancement comes from upgrading to the BRC-H900 remote PTZ camera utilizing 1/2" x 3 CMOS sensors to bring full HD studio quality and capabilities wherever and whenever needed.

The core concept behind the ReadyCam is simple. The demand for experts on innumerable TV shows in the financial and business media is constant, and the visibility offered is invaluable. But their time, too, is precious. Interrupting the workday for a trip to a video production facility or TV studio is disruptive. Rather than asking experts to come to an external studio, the ReadyCam brings the studio to them. When calls come to offer comment on the day's events, they just walk down to the studio set-up at their own facility. They step in, make their on-air appearance, and are soon back to work. The

shoot is remotely operated by VideoLink professionals located in one of the operations centers off-site.



"Sony Broadcast technology has been crucial in realizing our vision for the ReadyCam," said Marianne Rocco, Marketing Director, VideoLink. "The BRC-H700 has been a great success with our clients, and now we go beyond that with the BRC-H900. The new camera extends dynamic range and low-light capabilities to produce an even better image under non-studio conditions."

Rocco added that though originally designed for live television feeds, the ReadyCam is also used for in-house production to create videos

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Marianne Rocco,
Marketing Director,
VideoLink



for a wide range of uses, including online distribution.

"For those companies with little to no video capabilities or experience, the ReadyCam studio provides an effective and easy way to manage a video production solution. Even large enterprises with existing in-house video capabilities find that this solution is ideal for a range of projects," said Rocco.

Standish Mellon Executives Up their Game

At Standish Mellon, a Boston-based investment management firm, the ReadyCam has made it simple to create a digital presence.

"Our external communications had been strictly old-school, relying on in-person meetings, conference calls, printed articles, and the like," said Diane Vieira, Product Marketing Manager, Standish Mellon. "This past year we've transformed all that, using the ReadyCam system with the Sony camera."

Vieira says that easier live TV appearances are only part of the picture when it comes to understanding just what the ReadyCam delivers for corporate communications. The biggest advances have come from in-house video production.

"In the past, our regular WebEx™ calls with clients forced them to dial in at a predetermined date and time. Providing the same information as an online video allows them to connect on-demand. We've tripled participation by letting our clients connect on their schedule," said Vieira.

Opting for online video has other advantages.

"Video vastly enhances the relationship our



portfolio managers have with our clients. Being able to see them allows for a greater sense of connection than just listening in on the call. We're in the relationship business, and the image quality from the ReadyCam system featuring the BRC-H900 camera adds an emotional dimension to our videos that really adds a personal touch," Vieira said.

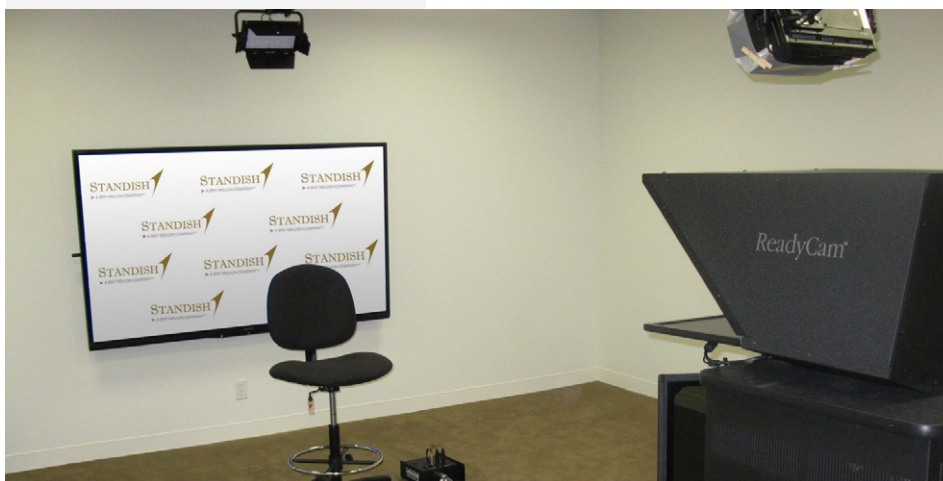
Customer feedback regarding the video image quality from the BRC-H900 PTZ camera has centered around professional quality production value, far better than both DIY and other in-house production alternatives. "At times, our employees can be far more critical than our external audience. Portfolio managers are very impressed with the video quality and are eager to use this system to communicate with clients," she said.

Getting these financial experts in front of the ReadyCam has produced unexpected benefits, too.

"Appearing on camera has investment professionals polishing their presentation skills. When they look at the playback, they pinpoint areas of improvement that they would like to work on. This constant process of self-criticism and improvement has lifted the quality of presentations across-the-board from on-camera to in-person meetings with clients," said Vieira.

For VideoLink's Rocco, Standish Mellon's success demonstrates the power of the ReadyCam concept enabled by Sony PTZ cameras.

"Today, expectations for video quality are far beyond those when we first launched the ReadyCam. Sony has led the way from standard definition to full HD, and we look forward to what lies ahead as they guide us into 4K technology."



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