

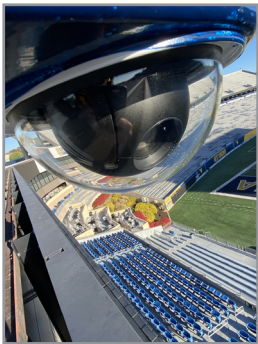


WVU Mountaineers Utilize JVC Cameras for a Variety of Video Applications

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The Customer:

West Virginia University Mountaineers football, a member of the NCAA Division I Big 12 Conference.



The WVU Mountaineers student volunteer staff utilize JVC's easy to use PTZ cameras and RM-LP100 remote controller to deliver their NCAA Big 12 Conference broadcasts

The Challenge:

Mountaineers production personnel were looking to upgrade their aging video equipment with high-quality, budget-friendly PTZ cameras that were easy for student volunteers to use.

The Solution:

The WVU Mountaineers production team already had experience using JVC camcorders and once again chose the brand when looking to expand and add PTZ cameras to their production. The team installed six KY-PZ100 Robotic PTZs throughout the stadium, practice field and indoor practice venue. The new PTZs are used in conjunction with the school's five legacy GY-HM620U camcorders.

"Our students are volunteers, so they're not trained camera operators," says Shawn Walker, Director of Video at West Virginia University. "The JVC cameras come with a full auto option that allow us to just turn on the camera and be ready to go, which is super convenient. We have always found JVC to be an easier solution for the student operators, and it is the less expensive option as well, so we knew we wanted to stay with JVC when adding the PTZ cameras to the venues."

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Page 2

The Results:

The cameras are used for a variety of video applications, which includes coaches' film for scouting players, reviewing games and practices, and studying opponents. The team also integrates the cameras for video exchanges within the conference, as well as sharing broadcast feeds with major sports channels, like ESPN and FOX, for play-by-plays and more.

The JVC cameras provide a solution for the team that is not only convenient and high-quality, but extremely functional for an array of film opportunities. "The handheld and PTZ cameras are both very versatile. We use them a lot, not just for broadcasts and coaches' video, but for interviews and other content for the school as a whole. All I have to do is connect a mic, and they're good to go."

Additionally, with the open exchange system used by the Big 12 conference, every school has access to each other's video content. "With this format, we're able to download other teams' game film and edit it with our software," continues Walker. "This allows coaches to watch it, break it down, gather ideas and scout teams or players. That footage from our end is all captured with the JVC cameras. Internally, we use the cameras for our own reviews of practices and games in addition to presenting for broadcasts when necessary."

Since integrating the JVC equipment, the team has not only created a relationship with the brand's support team, but they have also made JVC their go-to option for future purchases.