

Absolute Live Productions streams live from Rose Parade float with KY-PZ100

2/1/2017

The Customer:

Absolute Live Productions, a streaming, production, and equipment rental company based in Los Angeles with offices in Burbank and Las Vegas.



KY-PZ100B



JVC RM-LP100

Dan Swerdlove, director of streaming operations for Absolute Live Productions, used the JVC RM-LP100 remote camera controller to control a KY-PZ100 PTZ camera during the Rose Parade.

The Challenge:

With limited space available, stream live footage from a client's float during the Rose Parade.

The Solution:

Absolute Live Productions installed a JVC **KY-PZ100** robotic PTZ IP video production camera near the top of the float and positioned an operator on the float with an **RM-LP100** remote control unit.

The Result:

"The JVC camera allowed us to have more coverage and full control over our broadcast," said Dave Rosen, CEO of Absolute Live Productions. "It allowed us to do a really beautiful wide shot where we could see the participants on the float, and we were able to zoom in past the float and see the people way off in the grandstands. We are extremely happy with the results."

According to Rosen, only one camera could be used, and there was no room for a tripod or handheld camera. He said the camera's mounting bracket made it easy to pre-wire the float and then quickly attach the camera before the parade. The Rose Parade was the first time the company used one of its two KY-PZ100 cameras, which had been purchased only a few weeks before the event.

Dan Swerdlove, director of streaming operations for Absolute Live Productions, was strapped to the float on a small chair. His lap desk included the JVC RM-LP100 remote camera controller and a seven-inch LCD monitor mounted to a short arm. The camera signal was looped to an uplink backpack (stashed behind float foliage) for streaming along the busy parade route.

Rosen is excited about the camera's built-in streaming, and said the camera's accurate preset positions, which can be performed at a range of speeds, will help the company deliver professional results with two-person crews on future projects. "A lot of our projects are three-camera shoots, and there is just not the budget to have three camera operators for the show," Rosen explained. "For us, there really is no better choice than the JVC PTZ to bring the high quality our clients demand at the price point they want."