



Bozzuto's Inc. Leverages JVC CONNECTED CAM™ for Live Streamed "Dream Ride Experience"

April 2021

The Customer:

Bozzuto's Inc., the leading family-owned total service wholesale distributor of food and household products to retailers in the Northeast and Mid-Atlantic, and its charitable arm, The Hometown Foundation Inc., which hosts a variety of events at the company's 80-acre Farmington Polo Club property.



The "Dream Ride Experience" crew utilizes several JVC GY-HC900CHU and GY-HC550 CONNECTED CAM™ cameras as well as remote studio production equipment to live stream the popular event.

The Challenge:

Each year, the foundation holds the "Dream Ride Experience," a three-day fundraiser benefitting the foundation's five key areas: animal welfare, emergency response personnel, individuals in need or with intellectual disabilities, major illnesses and members of the military.

With several activities featuring a variety of motorcycles and exotic cars, the "Dream Ride Experience" typically hosts upwards of 12,000 people. Due to the restraints of COVID-19, the Bozzuto's media team had to alter how they executed the 2020 version of the fundraiser. This included providing a live stream of the event to people from around the world. Since the event took place across the entire property, there was no way we could run wired cameras between the different venues that we wanted to showcase," said Bozzuto's Media Manager Clem Kasinskas.

The Solution:

"With the help of JVC, we were able to produce the event wirelessly," says Kasinskas. In the months before the pandemic, Bozzuto's purchased a variety of JVC CONNECTED CAM equipment to help stream more of its events. Included among these are three GY-HC900CHU CONNECTED CAM cameras, two GY-HC550 CONNECTED CAM cameras and one KY-PZ100BU PTZ camera. The company also utilizes the JVC CONNECTED CAM Studio, comprised of the KM-IP live production switcher, FS-900BS1CAM3 triple camera fiber studio interface, RM-LP250M IP camera remote control panel and RM-LP100U remote camera controller that was purchased prior to the pandemic.

The CONNECTED CAM system provided the freedom for the team to position its cameras where the action was taking place without being restricted by cable length. It also allowed them to stream more live shots from more positions quicker and easier than in the past. This gave the viewers online a first-person view of the event as it was happening live. Additionally, the JVC cameras were managed directly from the control room, meaning event staff maintained a safe distance from others and adhered to COVID-19 safety protocols.

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The Solution, continued:

The company's supply of JVC cameras also allowed for Bozzuto's to host many local high schools' graduations, which would have been otherwise impossible to hold due to pandemic restrictions. While most live systems require significant cabling infrastructure, the JVC CONNECTED CAM system enabled Kasinskas to stream from each camera to a server and switch between them, live, without any cables on the ground. This helped reduce the time, storage and staff needed for equipment set up.

The Result:

Kasinskas is more than impressed with the JVC setup, saying "from a production standpoint, the video quality was exceptional and everything worked exactly as we wanted it to. We have been very happy with the JVC system because the company took the time to listen to our needs and put together a complete production package that exceeded our expectations. Long-term, we plan to tie the JVC solution into our fiber optic network, to send signals back and forth between our switchers and production trucks or jumbotron, making it a complete package for us."

"JVC has the best long-term solution of anything on the market," adds Carlos Landrau IV, Director of Security and Surveillance, Bozzuto's Inc., who assists Kasinskas with a wide array of audio and video functions for the events. "The equipment is not only reliable, but the system is as versatile as possible for what we are trying to accomplish, now and in the future."

Among Bozzuto's plans for the JVC gear in 2021 is live streaming the company's summer polo matches. "The JVC CONNECTED CAM system raises the level of our productions up to a film or broadcast caliber," says Kasinskas. "We can't wait to add more of its live streaming capabilities this year. The cameras are straightforward and simple enough to use, which makes it easy for the team, as well as many of our college interns, to learn the ins and outs of the system."