



## ACE Sports Scores with JVC Cameras and Switchers

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### The Customer:

ACE Sports, a turnkey sports production integrator based in Little Rock, Arkansas



*Students at Cutter Morning Star High School Arena utilize a wide variety of JVC video and production equipment that is fully-integrated with the ACE Sports video boards and scoreboards*

### The Challenge:

Finding a video production brand that will accommodate the diverse needs of ACE Sports' client base while simultaneously providing future-proof technology. As manufacturers, dealers and installers, the team at ACE Sports knows their way around live sports video production. The company, which not only manufactures arena-sized video boards and scoreboards, also helps integrate the third-party equipment necessary to feed content to live audiences. As the leading sports video production firm for secondary and higher education facilities around the country, ACE Sports also puts a great deal of consideration into how a piece of equipment will benefit students.

### The Solution:

Recognizing that top-of-the-line video boards need to be fed with high-quality video, ACE Sports relied on JVC's switchers, PTZ cameras and a wide array of production cameras – from the GY-HM170 all the way to the CONNECTED CAM™ GY-HC900.

During the research stage, ACE Sports' representatives studied all of the major market brands before ultimately choosing JVC for its straightforward approach to video solutions. "While every brand has its niche, JVC does unique things that we specifically liked for our clients," says Kevin Stevenson, production specialist for ACE Sports. "For starters, it is easy to choose a model. Each camera has its own specific function, which makes it quick and simple to find the perfect solution for a client's needs. Some brands have five cameras that do basically the same thing and you have to figure out what you want. JVC does the work for me by providing models that work best for each specific purpose."

The company has consistently spec'd the GY-HM850 and the GY-HC900 cameras for many of its higher-end, larger market clients. "I would say they easily rival any of the other very high-end manufacturers' offerings," says Mark Bridges, director of business development for ACE Sports.

According to Stevenson, ACE Sports also specs and installs JVC's PZ100 PTZ camera. "They have perfected this camera to meet the exact needs of their customer base," he says. "They know their customers and they created a PTZ that works best for their goals, which works for us."

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### The Solution, continued:

In addition to the cameras, ACE most frequently specs the JVC 4000S switcher. "It provides an easy-to-use live feed, instant replay and IFB, which gives our high school and collegiate-level customers a setup that rivals professional sports stadiums," says Bridges. "When it comes to switchers, we've looked at, sold, installed and used everything out there, and the compact JVC 4000S sports model, with its touchscreen capabilities, has really stood out," adds Stevenson.

### The Result:

With equipment training at the forefront of the services that ACE provides to its clients, the products' ease-of-use has proven especially beneficial to the company. "We want our clients, especially the high school and college students, to learn how to handle a camera that's the same or similar to what they would use in a real-world application," adds Stevenson. "JVC cameras have the right connectivity, the ideal zoom, industry standard body sizes and state-of-the-art internal software details, which are all features we want in the cameras. The JVC 4000S sports model switcher is also very easy for the students to learn."

Bridges cites the brand's tech support and training as another key factor in their decision to specify the brand. "I'm not tech savvy like Kevin, or even our students, but I like to make sure I learn the basics on how to use the equipment as well," he says. "Whenever there's something new out there from JVC, I can sit down with one of our friends from the company and they can give me a fast tutorial that has me up and running in no time. This not only speaks to the quality of their training, but the ease-of-use of the product."

Product reliability and reputation has also played a significant role in ACE Sports' consistently specifying JVC for its sales and installations. "Our team sees JVC everywhere – not only at the trade shows and conferences, but most importantly at sports venues around the country," adds Bridges. "We know that JVC has a truly remarkable and reliable product line, and we want to consistently supply our clients with a quality product."