



Great White 'Big Time' music video shot with JVC GY-LS300 Super 35 camera

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The Customer:

Vistar Media Solutions in Grand Junction, CO.



JVC GY-LS300 with optional mounting equipment and Rokinon lenses



"Big Time," the first music video from Great White's new album, Full Circle, was shot primarily with the JVC GY-LS300 4KCAM Super 35 camera.



The Challenge:

Shoot "Big Time" music video for the rock band Great White in four days throughout Riverside and Yucaipa, CA.

The Solution:

Scot Stewart, owner and creative director of Vistar Media Solutions, primarily used his company's GY-LS300 4KCAM Super 35 camera paired with four different Rokinon Cine lenses.

The Result:

According to Stewart, the band wanted a very "fast moving" video that included a lot of angles of the same moment in the song. To shoot additional footage without significantly moving the camera or changing lenses between takes, he used the camera's Prime Zoom feature, which allows shooters using fixed-focal (prime) lenses to zoom in and out without loss of resolution or depth of field.

"When you only have three or four days to shoot a music video, repositioning a camera can really be a hassle," he explained. "The 4K image capture and Prime Zoom really helped us out. Being able to zoom a little bit was huge for me."

"Big Time" was mastered in 1080p, but performance footage of the band was captured in 4K. The narrative part of the video, which follows the story of a young rocker trying to make it big in the industry, was shot in 1080p using the camera's slow motion (120fps) mode. Vistar Media Solutions partnered with Infinity Media Productions, another video production company based in Grand Junction, to produce the video.

Stewart was sold on the GY-LS300's Micro Four Thirds (MFT) lens mount and Variable Scan Mapping, which adjusts the Super 35 CMOS sensor to provide native support EF, PL, and other lenses when used with third-party adapters. "I've always been a fan of JVC," said Stewart. "When this camera came out, it was too good to be true for the price. I'm trying really hard to compete with the big guys with their budgets and crew. The GY-LS300 helps me with image quality and with what I can do in post. My work looks as good as theirs."