



JVC ProHD cameras anchor new studio at Santa Monica College

June 21, 2018

The Customer:

Santa Monica College in Santa Monica, CA



The new Center for Media and Design at Santa Monica College features three JVC GY-HM890 ProHD cameras in its production studio.

The Challenge:

Equip the production studio in its new Center for Media and Design.

The Solution:

The school purchased three GY-HM890 ProHD cameras paired with JVC FS-790 ProHD fiber optic system modules.

The Result:

Gail Fetzer, associate professor, said the cameras are used to teach multi-camera production, with students producing talk shows, music videos, and other content that is shared on YouTube and Facebook. "I like the picture," she said. "It looks very clear and I'm very happy with them."

"They're awesome," added Brad Lemonds, media coordinator for Media Production. "I wouldn't expect any different. I wanted something that would deliver bang for the buck and hold up for 10 years – and that's why I picked JVC."

Located in "Silicon Beach," an area in Los Angeles's Westside that includes hundreds of media firms and technology companies, the CMD provides a single facility for SMC's media content development and design programs. While the CMD is still finalizing its workflow, SMC is already planning to expand its production schedule in the fall with an advanced track for sports production. The control room and flypack are modeled after production facilities used by the Big West Conference.

"Our students will either go directly to the job market or transfer," Lemonds explained. "We wanted to emulate their systems. We're trying to provide close to ESPN quality. It's a pretty awesome workspace."

SMC purchased JVC cameras in 2011 for its flypack production system, and later purchased the GY-HM650 ProHD mobile news cameras for student newscasts. Lemonds wanted to stay with the same user interface for the new studio cameras. "It was a no-brainer to go with JVC again," Lemonds said.