

University of Tulsa streamlines video coaching workflow with JVC sports coaching camera

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The Customer:

The University of Tulsa Golden Hurricane (TU) in Tulsa, OK



The University of Tulsa is saving time in the edit suite after football practice with the JVC GY-HM650SC ProHD sports coaching camera.

The Challenge:

Improve workflow for video coaching.

The Solution:

TU purchased a JVC GY-HM650SC ProHD sports coaching camera and began using it to record football practice for the 2017 season.

The Result:

DJ Welte, director of football video operations, said the camera has worked so well there are plans to upgrade more cameras to JVC for next season. TU purchased the GY-HM650SC this summer specifically because of its seamless integration with the XOS Thunder HD video editing platform.

On game day, Welte and his student crew collect footage using three cameras at home or two cameras on the road. However, up to six cameras are used to record practice, with the new GY-HM650SC used on the ground as a handheld camera for various drills. "We've been pretty impressed so far with the JVC. The images we get out of it are very crisp," he said. "You can really see the difference between the JVC and our other cameras."

Welte estimated the Golden Hurricane can run close to 250 plays during its two-hour practice – and since every play is covered with multiple cameras, his team routinely sorts up to 800 plays after practice. When he ingests footage from other cameras to the server, footage has to be merged and reformatted. In contrast, the GY-HM650SC records in the Sports Exchange Standard, so adding the file to the server is a simple drag-and-drop process.

"The main benefit of the JVC camera is the ingest time. It's done most of the work for you," Welte said. "When you take out that merging and formatting process, it speeds you up quite a bit."

Another advantage with the GY-HM650SC is the ability to "label" plays in real time. With footage from other cameras, the editor has to open each file and add ODK (offense, defense, kicking) information, which is necessary for coaches and players to efficiently sort and review footage. The GY-HM650SC camera operator, however, can use an iPad to input ODK values in the metadata as soon as the play is over, which "saves the editor a ton of time," according to Welte. "I spend 10 minutes per quarter doing that per camera."