

WAFF-TV Deploys JVC ProHD Studio for Streaming Productions

July 2020

The Customer:

WAFF-TV, a Gray Television-owned NBC affiliate serving Huntsville, Alabama.



WAFF has deployed the ProHD Studio 4000S, complete with two robotic JVC KY-PZ100 pan, tilt and zoom (PTZ) cameras and the company's RM-LP100 PTZ camera controller to increase its ability to live stream original content and replays of its newscasts.



WAFF employs the ProHD Studio 4000S, a self-contained, four-channel live streaming studio system.



WAFF employs two KY-PZ100 PTZ cameras and RM-LP100 PTZ camera controller.

The Challenge:

Growing live streaming capabilities for its 48 Now Center digital studio, which provides a wide array of content to its digital platforms, independent of the news studio. The station also required the ability to deliver content via social media and digital platforms even during traditional newscasts.

The Solution:

WAFF-TV deployed JVC's ProHD Studio 4000S, complete with two robotic JVC KY-PZ100 pan, tilt and zoom (PTZ) cameras and the company's RM-LP100 PTZ camera controller to increase its ability to live stream original content and replays of its newscasts. The ProHD system combines high-end production quality with an easy-to-use touchscreen interface that fits into the digital studio's production workflow.

The JVC ProHD Studio connects to JVC's IP-based KY-PZ100 PTZ cameras without configuration. It is also tied into the station's routing switcher. This allows operators to take shots from the PTZ cameras as well as the existing JVC GY-HM600 ProHD Series cameras used in the news studio. William McLain, WAFF-TV assistant news director, anticipates that JVC's complete ProHD Studio system will be particularly helpful as the station heads towards the November elections. "We usually do a lot of special election programming and we might also do some debates prior to the local elections," he says. "We are thinking about using the system for that because it can render out some shots that even the larger production switcher we use for our newscasts can't do."

The Result:

Since deploying the system, the station has trained producers, reporters and anchors to use the ProHD Studio and associated PTZ camera controller. Original local content and replays of the WAFF newscast are streamed via the station's website, social media and its OTT channels including Amazon Fire, Roku and soon Apple TV. In addition, WAFF has used the ProHD Studio to produce special content, including a series of SEC college football shows—both pre-recorded and streamed to social media. The station has also extended its streaming coverage to complement on-air reporting of major local stories that require reporters to be on-site for several hours.

The pair of PTZ cameras has proven especially helpful for interviews from the 48 Now Center. "We love the pan, tilt, zoom cameras because, when we bring guests into the center, we are able to get a profile shot," adds McLain. "We're glad we went with two of them because we really need that cutaway shot when we're interviewing guests."

In addition to its intuitive touchscreen interface, ProHD Studio offers instant replay with slow motion playback on all cameras, as well as program stream recording, a full-featured audio mixer, built-in streaming encoder and integration with popular social streaming platforms, such as Facebook Live.