

## WFIE Improves Lives Sports, Breaking News Web Content with JVC ProHD Studio 4000S

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### The Customer:

WFIE, the Gray Television-owned NBC affiliate in Evansville, IN (DMA #103)



KM-IP4000S ProHD Sports Production Studio (shown with optional monitors)

*WFIE evening anchor Beth Sweeney uses the JVC ProHD 4000S live sports production and streaming studio to produce breaking news content for the station's website and other social media platforms.*

### The Challenge:

Produce live multi-camera high school sports and breaking news updates for website.

### The Solution:

The station purchased a ProHD Studio 4000S live sports production and streaming studio.

### The Result:

"We had been considering the idea of streaming live high school sports on our website, and JVC's studio-in-a-box solution seemed like an affordable way to consolidate the equipment needed for multi-camera productions," explained Jason Gravens, news operation manager for WFIE. "The 4000S gives you the basics of everything you need to make a ballgame happen."

Rack mounted into one of the station's live trucks, the system anchored three-camera productions for five high school football games and two-camera productions for three high school basketball games. Following its successful sports coverage, the station decided to also use the 4000S to produce breaking news updates for the WFIE website and other social media platforms.

An old conference room at the station was converted into a small studio, with the 4000S and an audio mixer positioned on a small table. Beth Sweeney, WFIE evening anchor, was trained to be a one-man band for the productions, operating the 4000S and audio mixer while reporting live news updates for the WFIE website and other social media platforms.

While the sports directors tend to use the touchscreen for switching, Sweeney prefers the keyboard and mouse. Gravens said the control flexibility is a big positive, because the 4000S operator can use whatever interface works for them. "In fact, the whole system is very user friendly for someone who's not necessarily a trained TD," he added.