

# Casebook Sports Production

# WVU improves football practice with JVC ProHD cameras

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#### **The Customer:**

West Virginia University Football in Morgantown, WV



West Virginia University Football is using five new JVC GY-HM620 ProHD cameras to record practice footage for coaches.

## **The Challenge:**

Record practice footage for coaches from multiple angles.

### **The Solution:**

WVU Football purchased five JVC GY-HM620 ProHD cameras and began using them during the 2017 season.

## The Result:

Kyle Butler, video coordinator for WVU Football, said the cameras have performed well in every type of light, and praised the GY-HM620's integrated Fujinon 23x auto focus zoom lens.

Up to eight cameras are used during practice. Operated primarily by student volunteers, the cameras are positioned behind the end zone and near the sideline to provide multiple angles of all practice activities. While a couple of handheld cameras provide field-level coverage, most cameras are kept on tripods and positioned on scissor lifts or permanent towers near the sideline and end zone to capture higher angles.

Butler said WVU Football chose JVC cameras in part because the firmware includes features specifically developed for sports coaching applications, including the Sports Exchange Standard. Footage is reviewed through DVSport Gameday software, which allows coaches to quickly sort plays and review the action.

For example, if coaches want to study every run play to the left, footage from the sideline and end zone cameras can be sorted to view only those plays. Footage from the cameras can also be intercut to provide views from multiple angles.

During a normal, two-hour practice, Butler's video team can accumulate more than 1,000 clips, with multiple cameras covering multiple angles of a variety of drills. Halfway through practice, all shooters swap media cards. An assistant collects the used cards and uploads the clips, so the first half of practice is ready for viewing and analysis when the coaches leave the field. Second half clips are uploaded immediately following practice.

