

Video Journalist Taps JVC CONNECTED CAM™ for Upcoming Aviation Documentary

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The Customer:

Video journalist and certified drone pilot, Annalisa Russell-Smith, has been working with high-profile clients for the past 13 years. Amidst the COVID-19 pandemic her love for flying was reignited and became the catalyst for her passion project, a forthcoming documentary about the world of aviation and the people who drive it.



Images of video journalist, Annalisa Russell-Smith, on location filming her Aviation Documentary with JVC's GY-HC550 CONNECTED CAM™ camera

The Challenge:

When setting out to work on such a large-scale project, Russell-Smith was looking for a certain quality and versatile camera that her DSLR wasn't providing. The speed of the aircraft, for one, was difficult to capture and led to out of focus or unusable footage. She also wanted a way to keep her clients and news outlets happy, and audiences engaged, in the short-term while also capturing footage for her long-term documentary project.

The Solution:

Russell-Smith chose to use the GY-HC550 CONNECTED CAM™ for both her documentary and her client work. The clear, crisp images the camera is known for capturing are ideal for fast-moving aircraft and its versatility with file formats, frame rates and operations like auto focus make it an impressive upgrade from her DSLR. One of the main attractions of the CONNECTED CAM is the livestream capability, which enables Russell-Smith to remotely connect with live audiences while simultaneously recording footage for news, clients and her documentary.

"The GY-HC550 appealed to me for my photojournalism work because it provides the ability to do a live broadcast in such a seamless way," Russell-Smith explains. "This is a huge benefit if you're trying to engage with an audience and gather a following."

Page 2: Video Journalist Taps JVC CONNECTED CAM™ for Upcoming Aviation Documentary

The Result:

Russell-Smith explains that, prior to upgrading to the GY-HC550, she hadn't used a standalone video camera, but that it has proven to be a great benefit so far. "Having the auto focus function is huge for me because I am able to accomplish things that had not really been possible with a DSLR, like capturing fast-moving aircraft. In the past, I've used all kinds of creative ways to make sure that I was in focus, and still ended up missing shots or being disappointed because things were not sharp. The GY-HC550 affords me a lot more creativity without having to worry about that. The auto focus has positively impacted the way that I work because I can use so much more of my footage."

The CONNECTED CAM's live streaming function has also been a boost for her career goals, allowing her to expand the services she offers to clients. "Documenting live events is where I saw an opportunity to be able to create media not only for my own work, but also for clients. I can use the JVC CONNECTED CAM to do a live broadcast for just a few minutes or for the entire event. It allows clients to have a single photojournalist at a live event, or even multiple for a larger event. At the end of the day, you need tools that work and fit in with your workflow rather than the other way around, and JVC delivers just that."