



## Pine Crest School Relies on JVC Professional Video for Digital Productions

September 2021

### The Customer:

Pine Crest School, a premier provider of private education in Boca Raton and Fort Lauderdale, Florida, prides itself on its superior curriculum balanced with immersive arts and athletics. Among the many services and programs offered to students is media production, comprising of Pine Crest Television (PCTV) and Pine Crest News Network (PCNN), which operate from the Fort Lauderdale-based high school and two middle schools, respectively.



*Students and staff at Pine Crest School's Media Department utilize JVC's GY-HC900 CONNECTED CAM™ for the school's ENG and live production needs*

### The Challenge:

Dave Burgess, Director of Digital Media Production at Pine Crest, is a long-time JVC user and relies on the brand to provide the high production quality for which Pine Crest is known. Partly due to the COVID-19 pandemic, the school sought to upgrade its live sports production feeds and streaming capabilities. Beyond the technical requirements, Burgess was also looking for a solution that would be durable and easy for student operators to use.

### The Solution:

Operating during COVID meant streaming was key, so the Pine Crest media department turned to JVC's GY-HC900 CONNECTED CAM™ camcorder. With advanced streaming features and built-in SRT functionality, the JVC CONNECTED CAMs offer the school a high-end approach to online production while still working off the limited bandwidth found within the schools.

The new GY-HC900 cameras are used by staff and students for a mix of ENG and live production needs. They have been relegated for the upper-school PCTV students for use with live remote broadcasting, as well as for the school's production services team to cover events, such as ballet and sports.

The JVC equipment gives the school the ability to broadcast from the athletic field on a standard WiFi network. This makes it possible to broadcast through a non-dedicated access point, to which one or all three cameras can connect. That same access point then makes it possible for the control room team to see and manage the video.

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### The Result:

"We love the added benefit of having the directional video, communications and streaming built directly into the CONNECTED CAM cameras," says Burgess. "The increased quality and reduction in the amount of bandwidth needed, along with the ability to not have dropped frames on remotes, is really something; it's very cool." Burgess adds: "Now, we don't have to drive our truck out there [to the field] and pull fiber optic cable. We avoid the long setup times typically necessary to do a production."

Since Pine Crest has been using JVC equipment over the past 10 years, students were able to quickly pick up the new additions thanks to the uniformity of controls across JVC cameras. According to Burgess, the design ergonomics, consistency between cameras and ease-of-use of the JVC equipment is a beneficial feature for the students. "JVC has really created a true professional camera. No matter what camera you're using, you can find the ND filter in the same place. You can find the focus buttons, the white balance, the gain – they're all there. You can really teach students on one JVC camera and they will be able to pick up any JVC camera. From a teaching standpoint, that's huge."

Pine Crest's media department has already been so impressed with the new cameras that the school is looking to add the GY-HC500 CONNECTED CAMs. The broadcasting and streaming capabilities on the school's current CONNECTED CAMs has allowed Pine Crest students and families to now view content through Vimeo, the school's website, and social profiles. Moving forward, Burgess is hoping to incorporate the CONNECTED CAM solutions into more productions, to provide spectators with exciting live events as well as recorded materials.