



## Real World Productions explores agriculture for Alabama Public Television with JVC

September 25, 2018

### The Customer:

Real World Productions in Birmingham, AL



Gary Brown of Real World Productions is shooting *Spotlight on Agriculture* for Alabama Public Television with his JVC GY-LS300 4KCAM Super 35 camcorder.

### The Challenge:

Shoot *Spotlight on Agriculture*, a quarterly series for Alabama Public Television.

### The Solution:

Gary Brown, owner of Real World Productions, purchased a JVC GY-LS300 4KCAM Super 35 camcorder.

### The Result:

So far, Brown has used the GY-LS300 to capture interview footage as well as B-roll of everything from crops to high-tech chicken coops to catfish harvesting. The GY-LS300's smaller form factor made it possible for him to get shots while riding in a tractor and other challenging locations. "Because it's so lightweight and handheld, you can get into small, tight places that you couldn't access with a larger camera," he said.

The quarterly series, which began airing in February 2018, is focused on Alabama agriculture and how research from Auburn University's College of Agriculture and School of Forestry and Wildlife Services is helping the industry. Brown has edited the entire series and took over shooting duties with the second episode. Eight hour-long episodes are being produced over two years for APT.

Brown said a big selling point for the GY-LS300 was the ability to use his existing Lumix lenses as well as other lenses with adapters. He has been very impressed with the camera's Prime Zoom feature, which allowed him to zoom in and out without losing resolution or depth of field with his prime (fixed-focal) Tamron lenses.

"I run a small company, so everything I buy has to be cost effective," Brown explained. "Technically, the JVC had to compare favorably with much more expensive cameras. There is an amazing amount of flexibility in how you record, and I'm shocked at how well it does in low light."