Live Production Pack 1

Professional Media Production for Houses of Worship

Whether you are looking for image magnification in the sanctuary or live streaming, these packages make it easy for volunteers to assist in fulfilling your ministry.

Bring People Together Through Media

Whether the audience is internal or external — and frequently it is both — video helps organizations fulfill their mission by communicating at a level that is more impactful than written or spoken words alone. Regardless of whether video is used for marketing or training, Image Magnification on a LED wall or streamed over social media, video is the most efficient way to increase audience engagement and retention while sharing multiple levels of information. Viewers retain 95% of a message they watch in a video compared to 10% when reading it in text.

Create Connections

For maximum impact, stories told through video must project an authentic version of the storyteller and the organization they represent. Authenticity can come in many forms, but one of the most powerful is to share live content. Recent studies found that 79% of respondents felt live video provided a more authentic interaction. Audiences spend 3x as much time watching livestream videos and comment 10x more during the broadcast compared to a pre-recorded video upload.

Although audiences will tolerate an occasional mistake in a live event, for trust to develop it also important to demonstrate competency. The quality of the media production is an important aspect of demonstrating that competency. So audiences concentrate on the message rather than the method of the content, the technology used to produce and deliver the communication must be invisible to the audience. That requires technology that is both highly performant and simple to operate.

Empower Creatives

Grass Valley is the largest provider of video production and distribution equipment to the professional broadcast industry. Its equipment can be found in every major television network, and production truck in the world. With the introduction of Live Production Packs, those same quality standards and established user workflows are available to many other creative teams.

Freelance operators familiar with Grass Valley equipment are easy to find. Novice operators can use a simple tablet interface for preset system-wide actions or quickly learn to operate the systems with the same workflows that are used across the entire broadcast industry.

Partner for the Long Term

One of the hallmarks of Grass Valley's industry leadership is its commitment to customers. Operators today appreciate the fact that Grass Valley technology allowed them to quickly pivot to remote production, without requiring system overhauls. Looking to the future, many also appreciate that the equipment they own today has a clear path to 4K UHD and HDR production formats.

Grass Valley's Live Production Packs provide professional, effective, easy-to-operate video communication technology in entry-level systems that bring Grass Valley's technology leadership and customer commitment to a wide range of new applications.

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1x LDX 82 Première Camera

LDX 82 cameras support user-switchable HD/3G with an option for native HDR operation. These system cameras are ideal for smaller live studio and field applications, including regional broadcast stations, SNG vans, small OB vans, university sports productions, staging and houses of worship. The cameras are very forgiving of inexperienced operators in live conditions. Containing three of Grass Valley's legendary Xensium-FT CMOS imagers with global shutter — similar to CCD sensors — the cameras do not produce any of the rolling shutter artifacts seen with other CMOS-based cameras, such as sensitivity to fast camera movements with short exposure time or sensitivity to short light flashes.

Note: all cameras include fiber adapter, tripod adapter plate, OCP, PSU and XCU

Additional information

Kula AV Production Switcher

Kula AV is a powerful, multiformat all-in-one system that mixes SDI video (with or without embedded audio) and AES digital audio, and has built-in multiviewer capability. Designed to support the needs of smaller operations, this compact system allows a single operator to have everything they need at their fingertips.

In addition to Kula's recognized 1080p production switcher performance, the Kula AV simplifies configuration and control with Grass Valley's FormatFusion3 technology, which auto-senses and seamlessly converts any combination of SD, HD and 1080p to the required output for unrestricted mixing of video signal types across all inputs and output. The system's integrated audio mixing capabilities include embed/de-embedding, clean and quiet audio switching, and audio-follow-video mode. With Kula AV, professional-looking productions are easy to achieve.

All of these features are packed into a compact 2 RU mainframe with a convenient 19-inch wide rackable control surface suitable for fly-packs. Also included in the package is the Mav Audio Fader module.

The Kula AV 1 M/E has a configurable video input/output range from 42x12 to 40x14. It provides 4 M/E key layers and 10 channels of ClipStore output.

It also features an 80 input x 56 output audio mixer. Audio functionality includes embed/de-embedding, routing with clean & quiet audio switching and audio-follow-video mode for simplified control.

Additional information

Integrated Swift graphics package

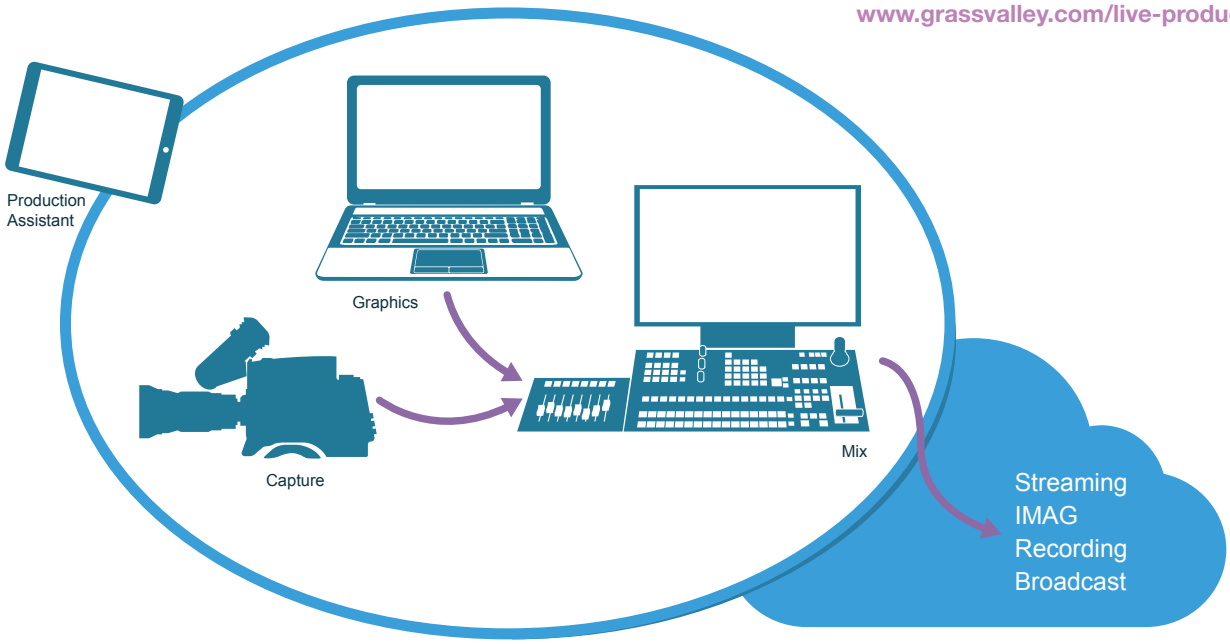
RT Software Swift Graphics are bundled with the Kula AV to provide an intuitive creative tool for text, clocks, tickers/crawls, tables and video/clip handling. Once created, graphics are automatically loaded directly into the Kula AV ClipStore for immediate use. Combining sophisticated, high-quality graphics with powerful data capabilities, Swift is a modern on-air graphics platform that is easy to learn even when there are no in-depth graphics skills in the team. PC hardware is provided by the customer.

Additional information

GV Pace Production Assist software (24 month subscription)

GV Pace is a production automation control environment that simplifies unscripted productions to allow a single operator to execute and manage a high-quality, multilayered professional show — all from a tablet— without sacrificing content quality. Control all the production equipment from an easy-to-use, personalized touchscreen UI with the option to execute multiple actions from a single event trigger. User-defined preset buttons allow even the most inexperienced user to provide a quality presentation when the resident expert is unavailable.

Additional information



ORDERING

LIVE-PROD-PKG-1

Live Production Pack 1 with camera, switcher, graphics and production control

Includes:

Cameras:

1x LDX 82 Première camera

Switcher:

1x Kula AV Production Switcher

Graphics:

1x RT Software Swift Graphics package. 12-month subscription

Production Assist:

24x GV Pace Pro level unscripted automation solution. 24-month subscription

Plus additional components and accessories to complete the Live Production Pack

Note: all cameras include fiber adapter, tripod adapter plate, OCP, PSU and XCU

Options

MSP-LIC-1ME-SW

License enabling control of Kula with the 1 M/E soft panel GUI on a customer supplied PC

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