

## **Camera supports - Saving costs without scrimping on quality in the studio**

Modern studios reflect the dramatic technological changes seen in recent years. As broadcasters transition into content-casters, studios have to be designed to run in increasingly intelligent ways in order to meet the demands of a wider and more diverse audience.

Viewers' expectations continue to spiral. Younger generations now see television differently, and alongside traditional mediums, webcasting and podcasting have become daily viewing habits. To add to broadcaster's burdens, mainstream TV audiences expect much more in terms of production values, and have grown accustomed to a dynamic and varied production style. Behind the images on our screens, production costs have also steadily increased to cope with the demand for today's high quality television. The pressure on broadcasters is intensifying against an unwelcome backdrop of a cautious financial climate as the first European economies have only now started to edge out of recession.

Subsequently, studio productions have had to alter almost beyond recognition to remain both competitive and successful. The emphasis for studios is on working faster, more efficiently, and ensuring that precious budgets are invested wisely. Producing better output with less financial input may seem like achieving the impossible, however, the solution to saving costs, while maintaining the high production values that viewers expect, lies in constantly evolving technology. Broadcasters, quite simply, have to purchase the best equipment they can afford that can provide both the performance excellence required, and to help them to run their studio operations more efficiently.

At Vinten, and indeed the rest of the brands that sit under the Vitec Videocom umbrella, we are continually listening to our customers and understanding their specific needs. In studios, our products have been designed following rigorous customer research and we are continuously developing equipment that can enhance and encourage more efficient working processes, while feeling effortless, to deliver professional viewing.

One of the biggest opportunities is for studios to be more flexible in how they deploy their kit, moving away from a broadcaster fully equipping multiple studios, regardless of the use case. One of the most important elements of our products is the simplicity of adding and removing components of systems for flexible use. For example, the camera will quick release from the head, the head quick releases from the pedestal and can be put straight on a tripod. This makes the process of configuring equipment for specific applications much more straightforward, so broadcasters shouldn't have to fully kit out every studio.

A common scenario would be when there are multiple studios in a building, for example a main studio used for a pre-recorded magazine show alongside a smaller one for weather inserts. It is unlikely that shoots will be taking place in both studios at the same time, so the larger studio could be equipped fully, and the smaller one installed only with of the specific kit required for the application. This is far more cost effective as the equipment can be repurposed from the main studio to the smaller studio(s) as and when it is needed.

Many studios are already cutting costs by adopting smaller, lighter cameras - another reflection of how the industry is changing. Today broadcasters are making savings by deploying non-specialist cameras as their capabilities improve: Their smaller size and lower weight means they can be used flexibly, for both outside broadcast and in the studio. The same applies to the support equipment too.

Generally, in a studio environment the camera payload will not be significantly affected regardless of the size of the body, because it's very likely the camera will still be heavily accessorised. When it comes to the products supporting the camera, whatever the payload,

their role is to complement the camera's performance. The full range of Vinten products incorporate our renowned Perfect Balance technology, so whether it is the lightest camcorder or a robust studio camera, the support will offer the same exacting performance. Many of the operators who have adopted smaller, lighter cameras in studio type productions tell us they choose our supports as they represent the best opportunity to maintain the levels of feel and quality of performance they are used to with the bigger traditional studio cameras.

Cutting costs in a studio is one of the challenges that will remain high on the agenda for both broadcasters and manufacturers in the foreseeable future. For broadcasters, it is important that they do not resort to compromising on quality. The key is to invest wisely in equipment to maintain the highest output quality to order to meet the ever increasing demands of global audiences. For manufacturers it is no different, despite budgets being squeezed it is vital that manufacturers of camera supports do not put price ahead of performance. Every camera support product has to be cost effective and effortless to use, and with all the broadcast quality that every customer, and viewer, now expects.