Live Production Pack 4

Professional Media Production for College & Local Sports

Provide learning experiences for students on the equipment they will use in their future profession while providing streaming and social content that keeps donors engaged — even when there's no audience in the stadium.

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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2x LDX 86 WorldCam cameras

The LDX 86 Series is the first camera family to have both a spatial and temporal upgrade path. With the LDX 86 WorldCam, you can buy HD/3G acquisition today, and upgrade to 4K and high-speed acquisition when you need to, either for 7-days or with a perpetual license.

Maintains the highest sensitivity and image performance across all of the different acquisition speeds. Its unique AnyLightXtreme flicker reduction system assure that no more irritating light flickering occurs in the replays.

With the XCU dockable base station, Grass Valley offers a revolutionary concept in camera transmission. XCU is a real game-changer for environments that need cameras to move between multiple locations. XCU is made out of two distinct units: the base station and a fixed cradle. The cradle can be mounted and wired into equipment racks, and the base station can be docked into different cradles as needed. All specific settings needed for the production environment are inside the cradle and will automatically configure the base station when it's powered on.

Two cameras increases the production interest by allowing creative team to switch between two different angles or a tight and a wide shot.

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

Additional information

Kula 4K UHD 1 M/E production switcher

Kula is an entry-level production switcher designed for the professional broadcast and AV markets capable of operating in SD, HD, 3G/1080p and 4K UHD. It offers a powerful feature set in a compact system for easy installation and operation.

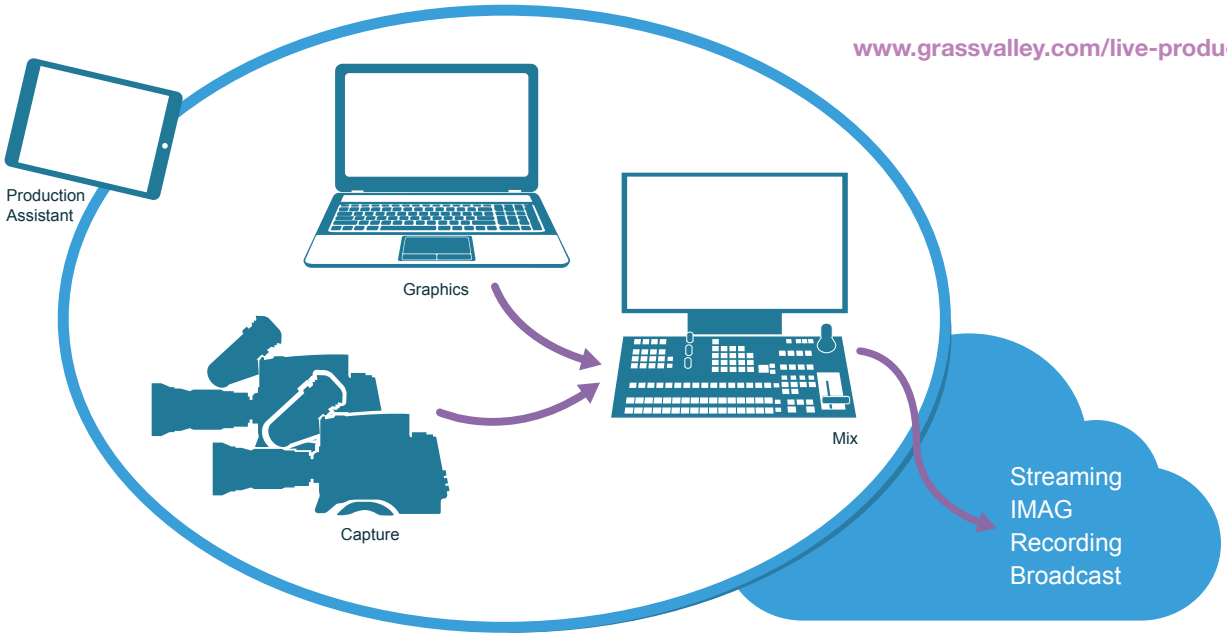
Kula's ground-breaking FormatFusion3 option lets you quickly adapt to the I/O requirements called for in different shows by simultaneously synchronizing, processing and manipulating in real time SD, HD, 3G and 4K UHD sources in the same mainframe, and even the same M/E bank. All BNCs on Kula systems accept SD/HD/3G sources. By routing these sources through FormatFusion3, these inputs can be converted to the production output standard for mixing in any M/E. Alternatively, sources, M/E outputs or Sub M/E outputs can be routed to FormatFusion3 engines for conversion to an alternative output standard. Automatic standard identification further simplifies set up for mixed format environments.

Simple operation and easy setup enables operators to work quickly and efficiently, making more time to work on other elements within the live production environment and reducing costly setup times. The large touchscreen menu provides easily accessible configuration and control without a separate control. Multiviewers, converters, syncs and a ClipStore for audio and video are integrated into the chassis, eliminating setup of external support gear.

The Kula 4K UHD 1 M/E is available with 10x 4K UHD inputs (quad link or 2SI) and 1x 4K UHD program output, 1x 4K UHD preview output, 1x 4K UHD clean output, and 2x HD down-converted assignable outputs. It provides 6 M/E key layers, 1 floating DSK, and 4 channels of ClipStore output.

Additional information

www.grassvalley.com/live-production-packs



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

Integrated Swift graphics package

RT Software Swift Graphics are bundled with Kula 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 Clip-Store 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

ORDERING

LIVE-PROD-PKG-4

Live Production Pack 4 with camera, switcher, graphics and production control

Includes:

Cameras:

2x LDX 86 WorldCam cameras — upgradable to 4K with eLicense options

Switcher:

1x Kula 4K UHD 1 M/E 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

eLicenses for Cameras

Please consult with account manager

1-5000100-0100 CGP 500
1-5500200-0100 CCS-ONE

Creative Grading control panel and server (must order both part numbers)

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