

Live Production Pack 3

Professional Media Production for College or High School 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.

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3x LDX 82 Elite cameras

LDX 82 Elite is the ultimate workhorse for live HD production — from live sports to scripted productions. LDX 82 Elite can switch between 1080i, 720p and 1080PsF, and features PowerCurves for shooting under challenging conditions, along with Color Protect to help correct lighting issues. XDR — Extended Dynamic Range — operation (HDR with full 15 F-stops or >800% of regular cameras) offers a new level of viewer experience for all 50/59.94 Hz formats. With the LDX 82 Elite, you can temporarily or permanently add 3G production formats, using eLicenses when needed.

The LDX 82 Series also uses Xensium-FT imagers that combine all the advantages from CMOS imaging technology such as high sensitivity in all video modes, high dynamic range and low power consumption. They also include global shutter behavior for unmatched sensitivity and picture quality even in the most demanding of applications.

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.

Three cameras, typically set up as main, crossing, and close up shots in a studio or center and each end of the field in sports, increases the production interest by allowing the creative team to switch between different angles to show the complete story.

For studio productions, having multiple camera angles makes it easier to edit when talent drifts off script or needs to reset.

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

[Additional information](#)

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.

Kula 2 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.

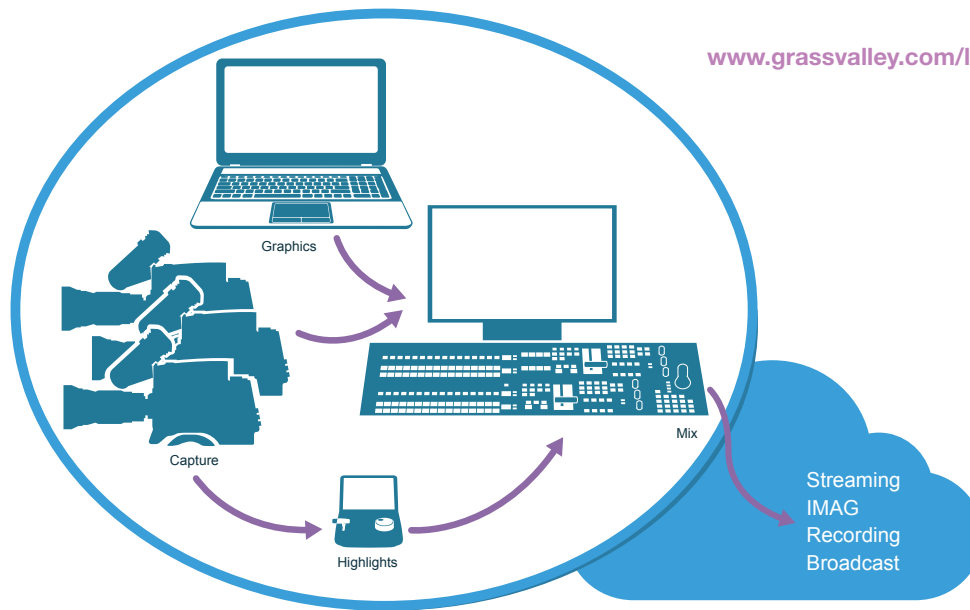
Kula's ground-breaking FormatFusion3 option lets you quickly adapt to the I/O requirements called for in different shows by simultaneously synchronizing, processing and manipulating in real time SD, HD, 3G and 4K UHD sources in the same mainframe, and even the same M/E bank. All BNCs on Kula systems 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 2 M/E (1 M/E / program / preview) production switcher (switchable to 1 M/E 4K UHD) comes with 36 inputs, 12 assignable outputs and 6 bidirectional I/Os. It provides 32 total M/E key layers, 4 floating DSKs, and 10 channels of ClipStore output.

A Kula 2 M/E switcher can be operated as a 1 M/E 4K UHD switcher with 10 inputs (quad link or 2SI) and 3 outputs (2 outputs assignable for HD downconversion). It supports 6 total 4K UHD M/E key layers and 4 channels of ClipStore output.

[Additional information](#)

www.grassvalley.com/live-production-packs

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](#)

LiveTouch

LiveTouch is a scalable replay system that makes highlights and instant replay workflows fast and effortless. Able to seamlessly pool multiple servers, LiveTouch can scale to any size with the same workflows in 4K UHD as in HD. It's even possible to simultaneously mix multiple resolutions on the same playlist and up or downconvert on the fly.

LiveTouch's support of HDR and super slow-motion make it ideal for pairing with the high-end capabilities of Grass Valley LDX cameras.

The field-proven touchscreen panel is quick to learn and intuitive to use, making highlights selection simple and robust. Supporting up to four control panels per server, instant project and asset sharing allows concurrent operators to instantly create, edit and playout highlights packages without duplicating content or affecting others' work. Highlights packages and instant replays get to air faster, and system design is dramatically simplified.

[Additional information](#)

ORDERING

LIVE-PROD-PKG-3

Live Production Pack 3 with camera, switcher, graphics and replay

Includes:

Cameras:

3x LDX 82 Elite cameras

Switcher:

1x Kula 2 M/E Production Switcher

Graphics:

RT Software Swift Graphics package. 12-month subscription

Replay:

LiveTouch Replay System

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)

892615002001 GVLIC LDX 1500/20

Perpetual LDX 82 eLicense WorldCam functionality

FGALT479020

LiveTouch Panel (secondary panel)



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