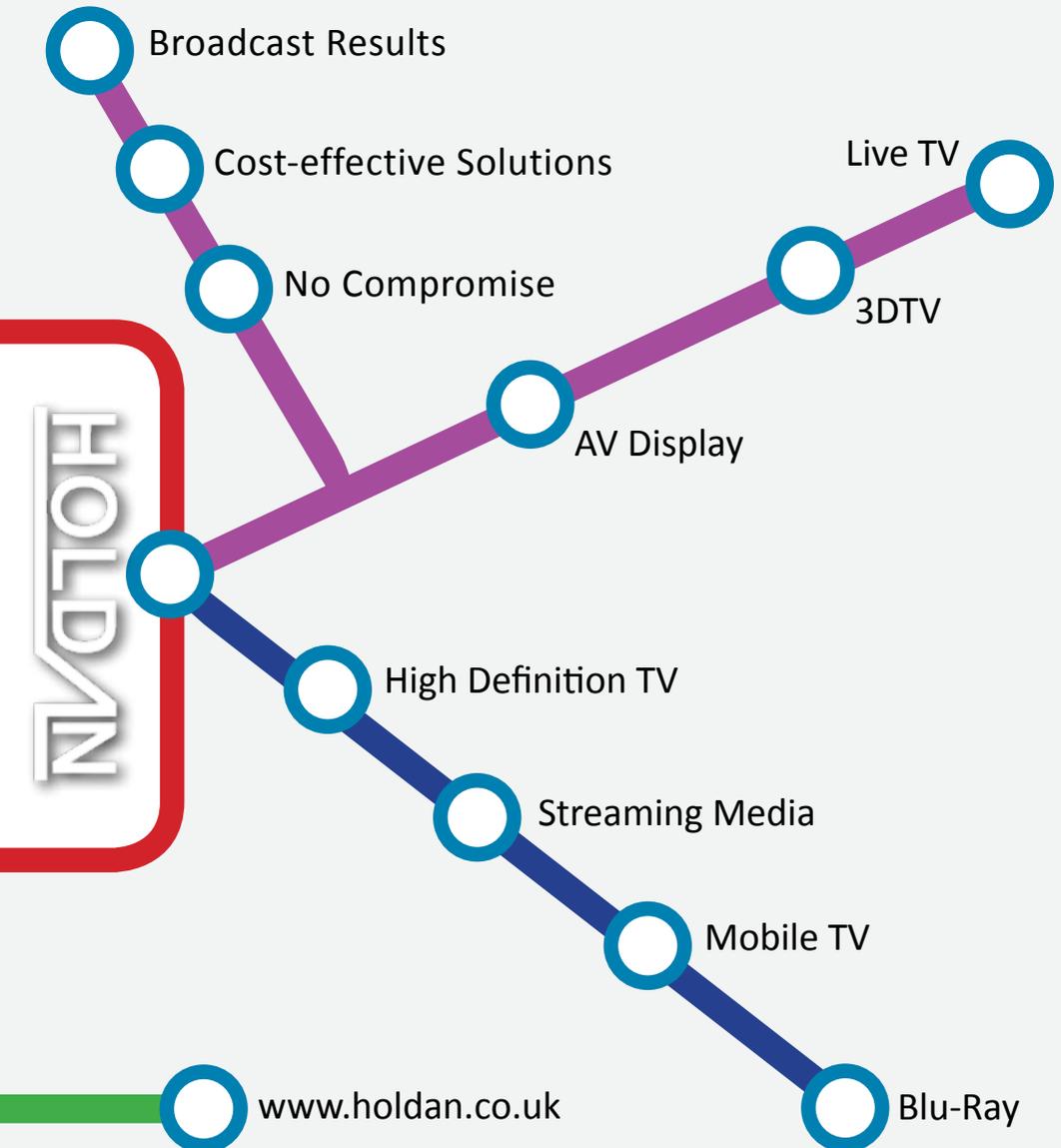


Media Production & Delivery Workflows





Media Production & Delivery Workflows

Tapeless, multi-format, multi-resolution, even multi-dimensional production can reap big rewards: faster workflows, lower costs, higher quality output and greater creativity.

However, managing thousands of files, coping with diverse production codecs and delivering in multiple formats can be daunting.

Holdan works with resellers and manufacturers that know how to create workflows that really work. Call us to find how we can help you create the right solution for you.

Your partner

Holdan's resellers have helped every kind of professional from videographers and AV teams to broadcasters and global media owners with:

- Workflow design
- Product selection
- Technical implementation
- Training and support

Visit www.holdan.co.uk

Call Holdan today on
+44 (0)1457 851000

Email Sales@holdan.co.uk

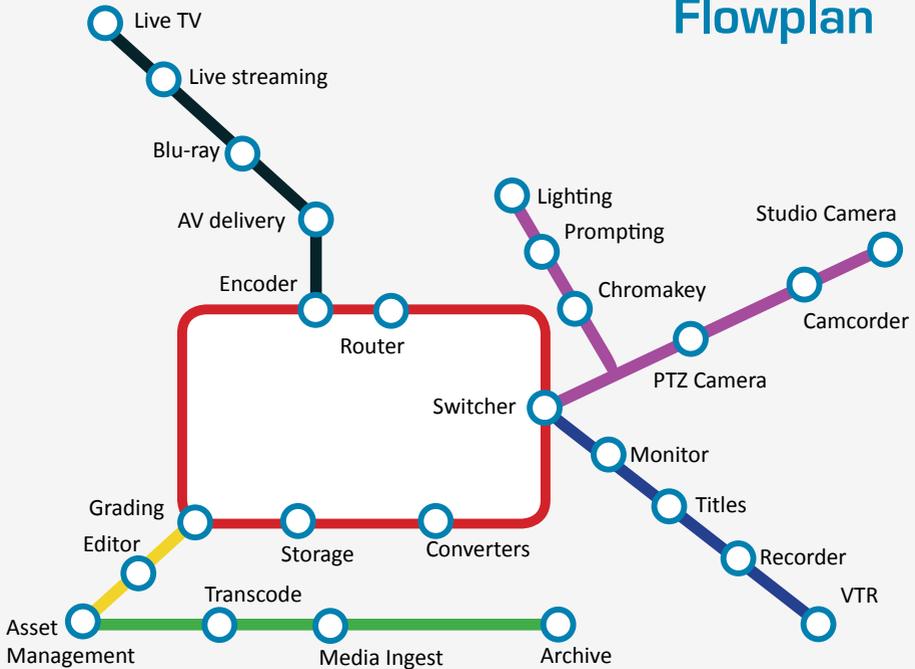
Workflow Solutions

This guide highlights a number of cutting-edge solutions:

- HD editing and archiving solution
- Self-op production studio
- News gathering and realtime delivery
- 2K dynamic camera production solution
- Live Internet TV in a box
- HD Studios
- AV live multi-screen workflow
- Location shoot & edit package
- 3D Production
- Grading Suites

Prices in this brochure are approximations, based on manufacturers' recommended prices and exclude VAT. For exact quotations, please speak with Holdan or your reseller.

Flowplan



Your needs

Beyond the workflows in this guide, our expertise covers many areas, such as:

HD TV Production

3D Production

2K Production

4K Post-production

Mobile TV

Portable HD Studios

Editing Workgroups

AV Workflows

Location Production

Newsgathering

Video distribution

Cinema production

Streaming solutions

Disk authoring

On-set management

Archiving systems

Self-op studios

Media management

Shared editing platforms

Grading suites

Transcoding farms

Multi-screen delivery



Guide Price: £9K

Panasonic HPX250
HD Camera

Teradek Bond
3G/4G Bonding Solution



Go live in stunning HD over multiple 3G/4G mobile networks.

The demands on today's camera crews are immense. Clients want content fast, they want it high quality and they want it at a low cost.

The combination of the Panasonic HPX250 and Teradek Bond meets the challenge: pristine broadcast-ready HD, captured on-board, with a high quality feed beamed live over mobile phone networks for immediate payout.

The thirst for live content is instantly satisfied. And pristine HD files are ready for post production.

Panasonic HPX250:

- First handheld Panasonic camcorder to record at 100Mb/s
- Incredible 28 x 616mm optical zoom



Teradek Bond:

- New price point for untethered broadcasting
- Combine up-to 5 mobile networks of your choice

HOLD/N

Field Production

Video journalists, news camera operators and videographers are no longer just expected to shoot and hand over a tape.

Today's crew does it all. Edit in the field to meet a deadline, prepare a broadcast master or a web-ready video, a Blu-ray....

Panasonic Professional Cameras

P2: the choice of TV companies across the globe. AVCCAM the tool for corporate & independent production.

Prompt!

Prompting equipment used to be studio-bound, and complex to use.

Datavision's systems run on an interface as familiar as your Apple or Android phone or tablet.

Portable, low-cost and ready to use in seconds, the future of prompting has arrived.



Shoot, Edit and Disk Authoring

- Shoot AVCCAM Panasonic AC130
- Data storage Sonnet F2
- Laptop HP 8560p
- Editing Storm Mobile | EDIUS 6.5
- Monitor Panasonic BT-L1500

Guide Price: £8K



Shoot and Edit for Broadcast HDTV

- Shoot P2 Panasonic HPX250
- Data storage Sonnet F3
- Laptop HP 8650p
- Edit platform Blackmagic UltraStudio SDI
- Monitor Datavideo 170H

Guide Price: £8K



Shoot and Edit in 3D

- Shoot 3D Panasonic Z10000
 - Storage Sonnet F2
 - Laptop HP 8650p
 - Editing Storm Mobile & EDIUS 6.5
- Add a Panasonic BT-3D L2550 25" 3D monitor for £6195

Guide Price: £5K





2K Lift Off

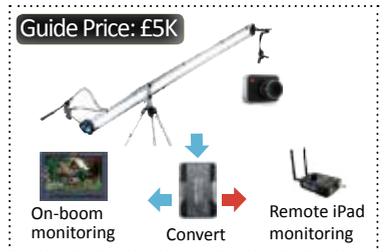
Blackmagic's Cinema Camera is the first affordable (£1995!), large sensor 2K camera, created to give users cinematic results.

The camera produces its best result when used with dynamic grip and the footage graded in post.

Dynamic Production Kit

- ▶ Cinema Camera
- ▶ Cambo ARTES with pan and tilt head
- ▶ Blackmagic Battery Converter SDI to HDMI
- ▶ Datavideo TLM-700HD 7" monitor

Add Teradek Cube 155 iPad monitoring at £1750



Portable Production Kit

- ▶ Cinema Camera
- ▶ Cambo CS-Chronos Cinema Rig
- ▶ Cambo Matte Box Kit
- ▶ Cambo Compact Single Rail Follow Focus

Add Teradek Cube 155 iPad monitoring at £1750



Cinematic Grading

- ▶ Workstation HP Z800 Xeon
- ▶ RAID storage Sonnet DX800 24TB
- ▶ 21.5" Monitor Panasonic BT-L2150
- ▶ Monitoring DeckLink HD Extreme 3D
- ▶ Grading tool Davinci Resolve





Shoot 2k, monitor remotely, record proxies

Blackmagic Cinema Camera | Teradek Cube | Teradek Case



HOLD/IN



Live & near-live multi-screen video production

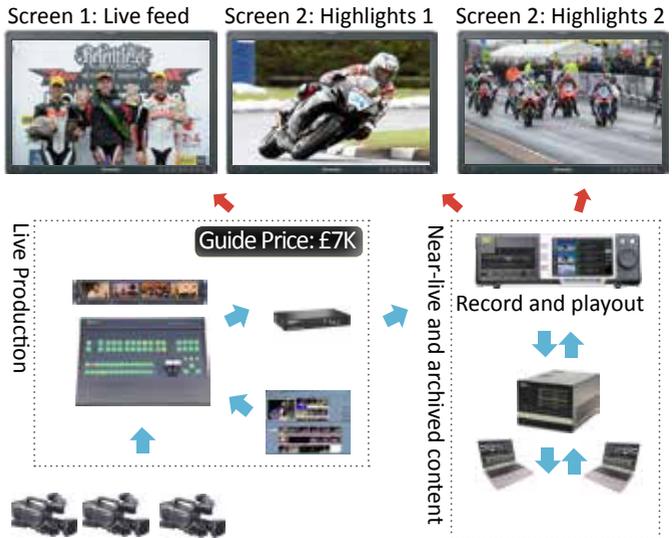
Events beamed live on screens around a venue can benefit from the same broadcast production values as HD Television.

Different screens can be served with particular content. Take a sporting event. Instant replays are shown in the main arena.

Live coverage beamed to bars. Content prepared for a sponsor can be displayed on a third set of screens.

Kit List

- ▶ Grass Valley T2 VTR
- ▶ Grass Valley Workgroup Server
- ▶ HP 8560p laptop
- ▶ EDIUS 6.5 editor
- ▶ TV One SDI to HDMI Converter / Scaler
- ▶ Panasonic HPX371 studio-ready camcorder
- ▶ Datavideo CG-350 titler
- ▶ Datavideo SE-2800 mixer
- ▶ Datavideo TLM-434H monitor bank



This workflow is for video to be displayed on big screens and projectors. However... any of the outputs

can be fed into a Cube encoder and streamed live over the internet very cost-effectively.

Equally, video can be encoded as an ASI transport stream

for delivery to television networks for live playback.

The Teradek Chimera is broadcast-ready and small enough to go anywhere.

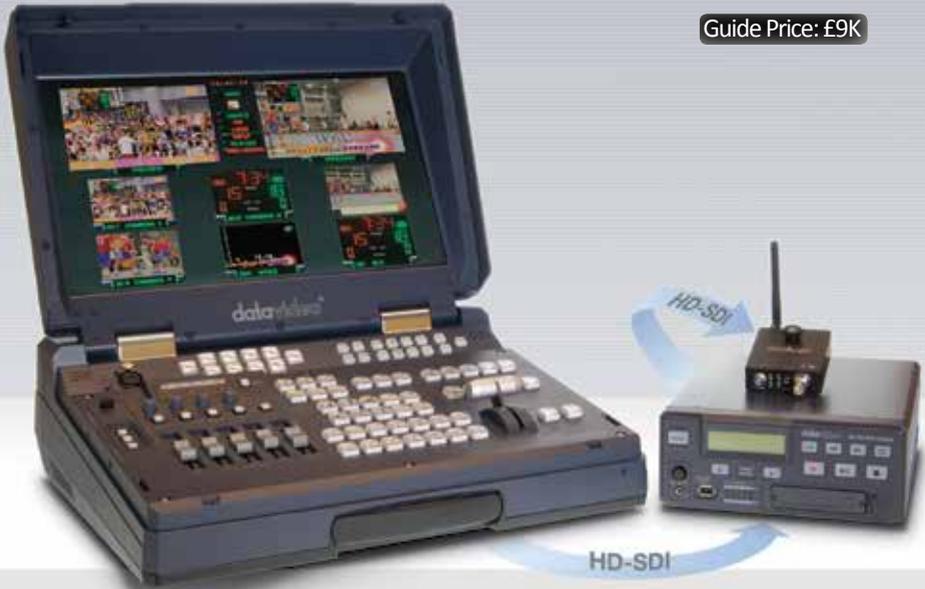


Datavideo HS-2000L HD Vision Mixer

HDR-40 HD Recorder

Teradek Cube-150 HD-SDI Encoder

Guide Price: £9K



The HDTV solution for the Internet Age

**Shoot - mix - stream - record.
Any time, any place.**

Whether you produce TV, corporate training, conference sessions or live events, Holdan's new Internet TV package delivers.

- Create professional, graphic-rich, multi-camera programming from any location
- Record your output in HD for post production, archiving and video on demand
- Encode and stream live over the Net using a low cost pre-configured service

High Definition Package: powerful TV and live streaming over fast networks

HOLDAN
BROADCAST & PROFESSIONAL WORKFLOW SOLUTIONS

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Produce live multi-camera video - anywhere

- Live to screen
- Live to web
- Record to archive

Multicam SD set-up

Datavideo CG-100 titler



Intercom & tally



Datavideo DN-600



Datavideo HS-600

Audio mixer



Panasonic HMC-81

Guide Price: £6K

Multicam HD set-up

Intercom & tally



Datavideo CG-350 titler



Datavideo HS-2000L



Datavideo HDR-45

Audio mixer



Microphones



Panasonic AC-160

Guide Price: £8K

Switch up-to 16 HD Cameras

Live to TV
Live to screen
Live to web
Record to disk

Datavideo SE-3000



Datavideo SE-2800

The ideal production switchers for broadcast studios, AV installations and OB vans.

- Handles camera, VTR & CG feeds
- Intuitive control panel
- Reliable and robust performance
- Full picture in picture support, logo insertion & downstream keyer
- Multiviewer-enabled

**Live Monitoring?
Think Datavideo**



- LOCAL TV
- WEB TV
- NICHE TV
- CORPORATE TV

The Self-Op Studio

Go Remote

Panasonic's HE120 shares the exceptional 23x lens and sensor of the broadcast-approved HPX250. As such, it delivers amazing pictures.

It can be twinned most easily with a remote panel, such as the RP50 remote camera controller and the HS50E 5-channel switcher from



Panasonic. Et voila! Instant vision mixing and camera control.



A TV-quality HD studio can be set up in a day. New technology means that a single producer can run the entire studio, controlling cameras, switching and output:

- | | |
|------------------------|--------------------|
| ○ HD cameras | Panasonic AW-HE120 |
| ○ Vision mixing | Panasonic AV-HS410 |
| ○ Multiview monitoring | Datavideo TLM-434H |
| ○ Titles & CG | Datavideo CG350 |
| ○ VTR & Playback | Grass Valley T2 |
| ○ Live TV delivery | Teradek Chimera |
| ○ Live web streaming | Teradek Cube 100 |

Studio Lighting

Fluorescent technology still gives the best balance of realistic lighting output, power control and economical running. Cool-running and lightweight, they can run uninterrupted for hours and deliver bright



yet natural illumination and gentle shadows. Datavision fluorescent panels offer very cost-effective

lighting solutions, either mounted on stands or ceiling-hung.





A focus on Studio Cameras

Low cost

Panasonic's shoulder-mount HMC81 is a low-cost camcorder.



Mounted on an ENG tripod, it delivers good HD pictures and is a great training tool.

Add an HDMI - SDI converter, such as Datavideo's DAC-9, to relay signals over distances greater than 5 metres.

Broadcaster



The 2/3" AK-HC3500 HD studio camera head is a specialist direct-to-air appliance.

It is designed to be mounted quickly and easily onto a build-up studio unit for use with large studio lenses and an external viewfinder. It can be supplied with an optic fibre-enabled camera control unit. Master setup units to control up-to 12 cameras are available, along with remote operation panels.

Pro Performance



The new Panasonic HPX255 is based around the broadcast-approved HPX250 P2 camcorder. It adds a new remote terminal for studio integration using the AG-EC4G extension control unit. It also features an all-important genlock input and timecode input/output for synchronizing multi-camera shooting.

Pro Features

The HPX371 in studio configuration is ready for television environments, particularly in specialist, TV and OB situations. The bundle includes a base station, camera adaptor, extension control unit, zoom and focus controllers and a 9" LCD.



From 1000 clips to intelligent workflows

With Vitec Multimedia's new Proxsys PA, asset management and project / file archiving are handled effortlessly.



1. Clips, files, projects, media and metadata imported automatically and clip previews generated.



2. Ultra-fast previews and intelligent database enable rapid media access.



3. Aged content auto-archived to tape. Original data deleted. Fast retrieval of archived media, courtesy of previews and files database.

The Dynamic Wall

ENTERTAINMENT INFORMATION INSTALLATIONS

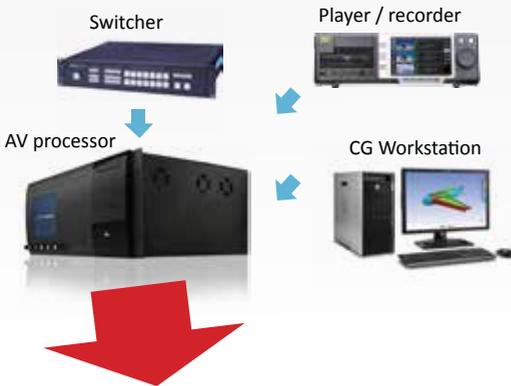
TV One C3-540 video display system is ideal for the entertainment, sports, hospitality and retail industry. It is massively powerful, enabling users to

change layouts, rotate video, and process multiple DVI and SDI inputs in real-time. It is particularly effective when combining live and recorded feeds.

TV One powers video walls with content displayed on virtually any screen configuration. Motion and still graphics can be inserted at will for maximum creative and communication effect.

In this workflow...

- ▶ Graphics are fed into the system from an HP workstation running Datavideo's CG350 character generator software
- ▶ 2 streams of video, organised into playlists are delivered by Grass Valley's T2 VTR
- ▶ Datavideo SE-2000R 5 channel digital switcher taking feeds from cameras and VTRs





High speed production

Some productions demand the highest levels of creativity. The ATEM 2 M/E panel from Blackmagic Design is ideal for slick multi-layer live programming with full

control over animated transitions, visual effects and keying. ATEM 2 can even import Photoshop graphics and titles for great on-screen results. 16 HD-SDI inputs enable

the switcher to take multiple camera and VTR feeds while live output via a USB 3.0 port allows users to monitor the programme live for broadcast compliance.

Signals running out of steam?

SDI cable runs from studio cameras to the switcher is limited to 300 feet.



Blackmagic Design's ATEM Camera Converter converts SDI signals to optic fibre, giving technicians up-to 45KM to play with.

The appliance also

includes talkback and tally indicator lights - both crucial for communication between the camera operators, talent and director.

Optical feeds are received by an ATEM Studio Converter where signals are returned to the SDI world.



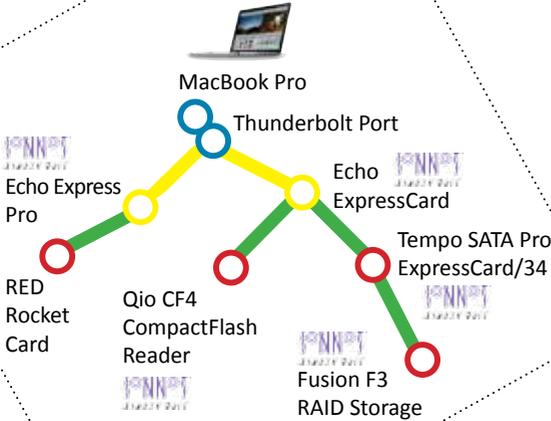
ATEM 2 processor unit is rackmounted, as are Blackmagic's 17" SmartView HD monitor and the Hyperdeck Studio recorder. The three units combine to create a fantastic go-anywhere pre-built studio in a box.



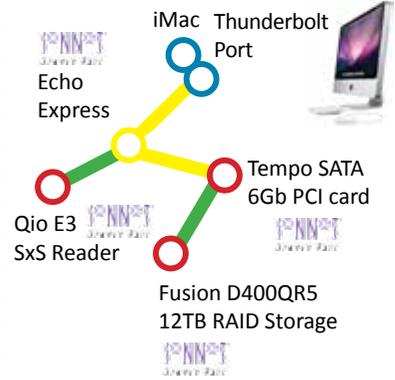
Workflows, Powered by Sonnet



RED DIT Station



Super-fast SxS Workflow



Video Editing Station



Multi-channel TV Station

