



# UNIVERSITY OF VALLEY FORGE

## Media Production Team Upgrades Cameras

## CASE STUDY

### OBJECTIVE

To say the Media Production Team at The University of Valley Forge (UVF) is busy during the year would be an understatement. The team of students at this private Christian university on the outskirts of Philadelphia in Phoenixville, PA is on the road 20 weekends a year doing productions for both small and large scale events throughout the country as well as producing their weekly chapel services, which are held on campus Tuesday through Friday every week. With all the experiences and productions the UVF students are tasked with they need to have top of the line, reliable equipment to match their workload.

### SOLUTION

Tim Jackson, Digital Media Faculty and supervisor of the Media Production Team, was tasked with putting together a proposal for new equipment to fulfill the ever-growing demand of their production services team so he turned to AVT. As a full system integration company with over 20 years' experience in production and broadcast, AVT was able to work with Tim to recommend Sony Camera Packages that not only met the school's technical requirements but also their budget. The packages included three Sony HXC-FB75KC HD Fiber Studio Rigs and two (2) HXC-FB75KC non-studio rig configurations. These high performance, yet affordable, HD cameras from Sony are ideal for small studio operations, conference events and house of worship applications and fit the UVF need perfectly.

Today, the cameras are used almost daily in the chapel, on the road, and in front of thousands of people and UVF staff and clients know they are going to get a top-notch production every time they go out. UVF students now have the ability to gain both theoretical and practical experience for all four years of the Digital Media Communications program.



"Our students are happy, our administration is happy, and I am most certainly happy. Rain or shine, these cameras are able to hold up and they are the last thing I worry about turning on in our signal flow. I would most certainly recommend both AVT and Sony to other companies. Sony's support is second to none and having AVT right down the road has been a huge help and valuable resources for our students. One of them even had an internship there and we hope to send more. As a local company, AVT was an easy choice to support our local community and their knowledge and partnership with Sony was a real advantage."

**TIM JACKSON, DIGITAL MEDIA FACULTY & SUPERVISOR OF THE MEDIA PRODUCTION TEAM**

### KEY PRODUCTS

- Sony HXC-FB75KC HD Fiber Studio Rigs
- Miller Tripods
- Jimmy Jib Custom Triangle Super Jib
- Marshall Camera Top Monitors
- Clearcom Intercom
- Installation of 9' x 24' Ceiling mounted lighting grid
- Coordination of onsite Sony Camera training
- UniSet Green Screen Wall & Cyclorama