



3xScreen Media – the online video experts

# HD Live Production

Portable, affordable, Network TV quality HD live production



Online video has been recognised for some time as a great fit for brands, corporates, events and sports to engage with their audiences, customers, fans and stakeholders. Live coverage is the next evolution as nothing matches the immediacy, authenticity and experience of live.

Up until now, it has not been possible to integrate live production in to most communications plans for one simple reason – although anyone can now pick up a camera or phone and broadcast live, producing quality live programming has remained the sole preserve of production techniques and budgets that are relics of a bygone TV-dominated world.

- 3** **xScreen's** HD Live Production is a portable live event production service with all the capabilities of a network television studio – but at an affordable price
- o Production of up to 8 robotic and manned full-HD cameras
  - o Incorporation of video clips, motion graphics, titles, images, audio clips, websites and PowerPoint slides in to the live production
  - o Extensive digital and analogue audio mixing capabilities
  - o Complex switcher effects, virtual sets and advanced matte generation to create sophisticated studio productions without the studio price tag
  - o Integration of innovative non-traditional sources such as Skype video callers, iPhone streams and HD webcams
  - o Uplink from anywhere without the need for an internet connection or satellite truck utilising our HD Livepacks

With **3xScreen**, a 3-camera HD production takes two people to shoot, produce and live stream – and since our portable HD studios are already set up and ready to go, set up time is only 60 minutes. No army of people, no hassle - just high quality production for a fraction of the cost of conventional broadcasting.



