

Video Lounge Productions

www.videoloungeproductions.com

Installed Equipment

EDIROL V-440HD

Introduction

Tim Pendergrass has built a successful video production business in Southern California called Video Lounge Productions. He works hard to keep pace with evolving technology and resources. In his quest to stay current and provide his customers with the best possible results, he incorporated live event video production into his service offerings. He became interested in the EDIROL V-440HD because of its SD and HD capability with VGA all in the same unit.

System

Tim used the V-440HD for the first time at the Tiger Wood's Foundation Benefit in Anaheim, California at the Grove. At the benefit, his crew consisted of show director, producer, three camera guys and another two for AV set up. They projected onto two 9 ft x 12 ft screens using Panasonic DLP5600 projectors. They ran PowerPoint live into the V-440HD along with the live feed of the silent auction while recording back to tape. For the crew, two immediate benefits arose, very low latency or delay, and the ability to mix PPT, video roll-ins, and Live Cameras all in the same box.

They were thrilled with the capability to input 4 SD video sources and 4 HD or RGB video sources. They appreciated the seamless transitions and felt it really improved their overall performance for their client.

Based on their satisfaction at the Tiger Woods benefit, they decided to truly test the HD capability of the V-440HD at another event produced for Glenn Fry and Joe Walsh, former members of The Eagles. They used three Sony Z1 HDV cameras and a Canon HD XL-H1, all fed to the V-440HD in component HD. They reported the image quality was staggering. Despite his initial attraction to the V-440HD for bridging SD to HD, Tim says following a full live HD production that he's ready to sell off his Sony D-30 cameras and go all HD. He knows the V440-HD can stick with him since it can be used as an independent SD mixer or HD/RGB mixer.



"This whole learning experience has been great. I received fantastic technical support from the RSG team and I feel like I've been able to step-up into the HD world at a very low cost."

- Tim Pendergrass, Video Lounge, Los Angeles CA

More Information

To read the Rental & Staging magazine article written by Tim Pendergrass, visit:
www.rentalandstaging.com/articles/publish/article_553.shtml

For more detailed information on the EDIROL V440 HD multi-format switcher visit:
www.edirol.com/v440hd
Consultant Resources: www.rolandsystemsgroup.com

More on Video Lounge Productions:
www.videoloungeproductions.com