

# Quick Study/ The Stream TV

www.thestreamtv1.com

## Introduction

With a passion for evolving technology and a background in broadcast engineering and program development, Rod Hembree, Quick Study/The Stream TV's Executive Director/ Producer, has created a thriving online and television ministry. In the mid '90's Hembree saw the potential of web-based video and the effect it would have on traditional religious programming. After relocating to Orangeville, Ontario in 1994, he grew Quick Study TV from a single show – originated by his father – into a series of innovative programs broadcast in 30 countries, on over 300 stations, 15 networks, and online at www.thestreamtv1.com. "Not every station wants the same format – EDIROL is a major factor in our being successful, because the gear is so flexible."

## The System

When Quick Study's original space became too small for the growing ministry, Hembree moved his operations to Orangeville's Uptown Theatre to a larger 5,000 square foot workshop, Studio 34, nearby. Housed in the main control room at Studio 34, Hembree's EDIROL system is used for recording and editing of children's religious programming such as: The Biblical Sketch Comedy Show, Just The Facts, and over 300 annual broadcasts of Quick Study TV. The EDIROL V-440HD Multi Format Video Mixer is the heart of a system that

includes; Sony, Sharp, and Panasonic flat screens and 5 JVC 720p HD Cameras. "When I pull the SD output from the Grass Valley into the EDIROL V-440HD it seems to come out cleaner than the direct output of the 200. The quality is outstanding." With such high program output, compatibility and quality are vital to maintaining a fluent workflow. To achieve that, Hembree favours the use of the V-440HD, because of it's SD/ HD compatibility. The F-1 provides him the ability to reduce his production time in half by saving multiple video formats to the F-1's. The combination of V-440HD and the DV-7 DL increases workflow and makes mixing HD, SD or Computer content fast and easy to produce. Hembree comments about the usability of the EDIROL V-440HD, "The control surface on the V-440HD is very similar to popular editing software making it an easy transition for editors from old school to new school DV-AVI stuff."

## Application

Because of the wealth of content Hembree has invested in over time – hundreds of programs annually, it's essential for him to be able to pull previous SD segments into an HD environment swiftly and easily. "You don't toss all your SD out and start over again – you have to make the transition gradually." EDIROL has not only saved time and expense during production, but in the initial studio setup as well. Upgrading his Grass Valley 200 alone would have required an outlay of money in excess of his investment in EDIROL technology. Ultimately, EDIROL's affordable price point allowed him to equip two studios for the price of one.

Quick Study continuously has evolving needs so support and service is a huge consideration when they need to upgrade their studio. "They're listening," he says of Roland Systems Group service department. "Most companies, when you're having a problem, automatically assume that you're experiencing operator error. With their service team, they assume I'm intelligent, and we can have an intelligent conversation right then – that's rare."

## System Integration



- |                     |   |                              |                                |
|---------------------|---|------------------------------|--------------------------------|
| 1. Cam 1 HD in      | 7. Computer 2 in to V44sw                   | 13. Firewire to F1 #1        | 19. Audio Out to VC200         |
| 2. Cam 2 HD in      | 8. Cam 1 out to V44sw                       | 14. Firewire to F1 #2        | 20. Prog & Prev out to monitor |
| 3. Cam 3 SD in      | 9. Cam 2 out to V44sw                       | 15. F1 VGA out to monitor    |                                |
| 4. V44sw HD in      | 10. v440sw out to VC200                     | 16. F1 VGA out to monitor    |                                |
| 5. Computer 1 HD in | 11. VC200 firewire out to laird firewire DA | 17. JVC deck out to DV7      |                                |
| 6. DV7 SD in        | 12. Firewire out to JVC Deck                | 18. Firewire DA to Wavefourm |                                |



Live shoot using an Ediol V-440HD