

Clone.TV Goes Clubbing with Sony's SRG-300H PTZ Camera.

Customer:

- Clone.TV

Industry:

- Live Production/
Event Broadcasting

Challenges:

- Create cost-effective, broadcast-quality, remote-controlled multi-camera video production for nightclub environments and other settings
- Utilize unique algorithms to mimic "naturalistic feel" of human camera operators
- Simplify production to achieve professional "look" with minimal training

Solution:

- Install Sony SRG-300H HD remote PTZ with 1/2.8" Exmor® CMOS sensor and View-DR® dynamic range enhancement technology

Benefits:

- Allowed for economical operation after permanent installation of equipment, eliminating interruption at location for setup/breakdown
- Provided for superb picture quality despite challenging bright/dark environment
- Created value-add for venues to attract talent and to expand audience beyond four walls



Typically, the club scene is an experience you have to be on-hand to experience. Now Clone.TV is providing performers, musicians, and DJs a way to reach a wider audience utilizing Sony's SRG-300H View-DR-enabled robotic cameras. The St. Louis-based company's new remote-operated production system is now demonstrating the power of the package by opening a window into ExchangeLA (ExchangeLA.com), one of Los Angeles' hottest nightspots.

The celebrated nightclub serves as the proof-of-concept for Clone.TV's system in a highly challenging lighting environment. While such settings are a core target market, it promises to open opportunities elsewhere, allowing for fully-professional multi-camera video production without many of the challenges usually associated with manually operated,

locally controlled camera systems. This includes faith-based communities, sporting events, and other venues where the cost of utilizing professional camera operators is prohibitive.

"Our goal at ExchangeLA was to build the first low-cost, broadcast-quality automated video platform you can flip on with a switch," said Doug Wulff, CEO, Clone.TV. "Think six-man camera crew in a box, installed, automated, and managed from 2,000 miles away. We see camera control as the mechanism to offload the burden of an on-site crew, and enable the creation of high-value, live entertainment at zero incremental cost."

Clone.TV's core innovation is creating a new control interface for Sony's robotic cameras that mimics the look and "feel" of manned cameras. Specially developed algorithms match the natural movement of on-site camera operators through the robotic camera's PTZ motors. After eight months of development, the system was put in place at ExchangeLA last December. The set-up, now upgraded to a permanent installation, utilizes five cameras using HDMI for the video source. The camera feeds appear as a multiview split-screen to the producer. The automated



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workflow makes it simple to pick shots and direct cameras to chase the action on stage from an internet-connected iPad. The resulting video is sent to a switcher, encoded onsite H.264 at 3.5Mbps, sent to a content delivery network, and then delivered as a live stream. Multiple program streams can be created and delivered for multiple audiences.

Clone.TV’s innovation on the operator end is matched by Sony’s SRG-300H PTZ camera with View-DR, a key enabling technology allowing clear image capture in the club’s highly variable lighting environment.

“ExchangeLA has theatrical lights with over a hundred moving heads, lasers that range from 6 to 21 watts, and a 25-foot LED wall. The place can look like a galaxy one moment, plunge into darkness the next, and then instantly back on again,” said Wulff.

The decision to develop around the SRG-300H was based on the camera’s specifications and then extensive real-life testing. The 30x optical zoom combined with advanced image processing capabilities for low noise and high dynamic range proved ideal for the application. The high sensitivity of the camera achieves superb picture quality, utilizing Sony’s latest imaging technology and 1080/60p resolution.

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Wulff added that the camera’s XDNR® noise reduction technology provides clear, crisp images even with the constant movement of both the performers and the audience in low light.

The end result of integrating Sony’s SRG series technology into Clone.TV’s system is the creation of a whole new cost equation. It makes producing professional video cost-effective for a far wider range of productions. Clubs purchasing a complete system can see a swift return of investment, according to Adi McAbian, co-owner, ExchangeLA.

“The payback on a \$35,000 installed video system versus hiring a production crew can be as little as two shows. At ExchangeLA for example, we can deliver 126 shows a year, at near zero incremental costs. Compared to paying a three-man crew for the same work product, that’s a 100x cost savings,” McAbian said.

Following the high profile success with ExchangeLA, Clone.TV plans to deploy this system in top-tier entertainment venues that have already established an online presence and seek ways to generate additional content for that audience. Additional markets, too, are on their radar.

“Our Sony SRG-enabled system changes the economic equation opening up a wide range of potential customers. These markets range from music to ministries that have already discovered large online audiences but lack the scale and efficiency to offer more than occasional one-off productions,” said Wulff.

Give your online audiences a front row seat to your video productions with Clone.TV and Sony’s SRG-300H PTZ Cameras. For more information, visit www.clone.tv.

