

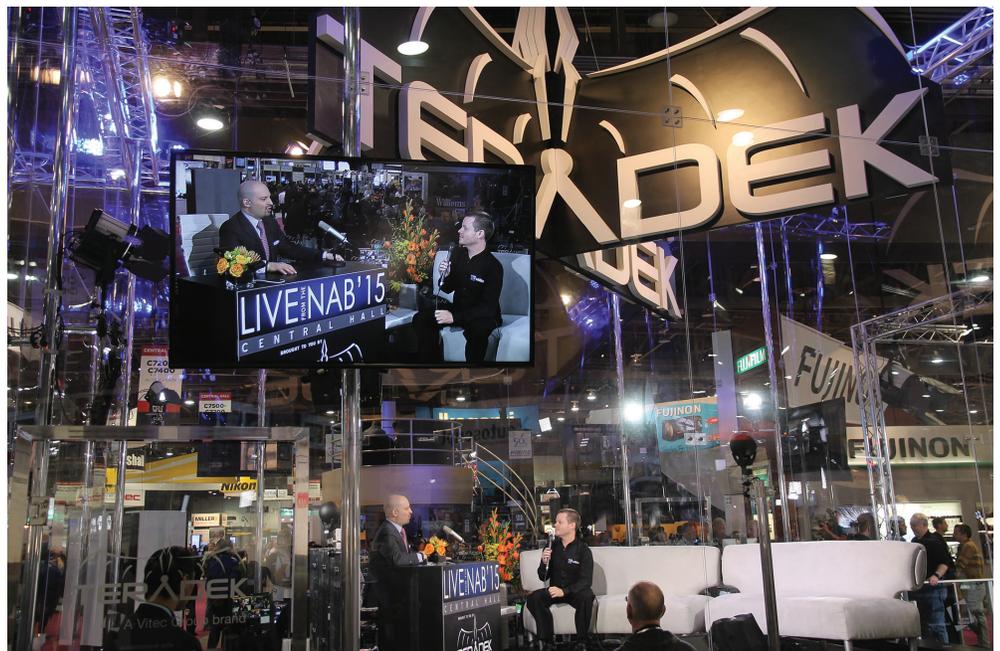


**vMix**  
StudioCoast Systems

# Case Study: Teradek Live Show at NAB 2015

Beginning in 2012, Teradek did something amazing at the National Association of Broadcasters' biggest yearly trade show dedicated to video production and content creation tools. They used their gear to produce a live show reporting on news generated by vendors from the trade show floor. This show was streamed live online to provide updates and information for those unable to attend. A success story, the show has gained followers, buzz, and value each year since.

With a talk-show format, Teradek builds a studio in the center of a large transparent cube enclosure where Emmy award-winning host Michael Artsis interviews guests from publications, manufacturers and industry organizations. At the core of most live productions is the switching system, which allows the team to choose camera shots, graphics, and sounds to create a professional-looking presentation. In 2014, Teradek gave StudioCoast/vMix a shot at providing the solution.





vMix is live production software developed in 2007 by Martin Sinclair in Australia. In 2014, with a mature and robust application, Sinclair set out to create all-inclusive system configurations with vMix GO as the breakthrough flagship system. GO is a truly portable production rig built to handle productions of all sizes with basic switching, powerful graphics overlays, audio mixing, and full-featured streaming. All of this is delivered in a platform small enough to fit into an overhead luggage compartment on an airline, perfect for the tight confines of a trade show booth on the NAB show floor.

Live events, by definition, happen only once with no room for error. System crashes, bugs, and other annoyances are deal-killers for producers operating within strict timeframes and with plenty of already built-in stress. At this year's show, the vMix GO system ran flawlessly, producing more than 30 hours of live "without-a-net" programming delivered immediately to the internet to allow those unable to be at the show to stay abreast of new products and developments.

According to Michael Gailing, the marketing director at Teradek responsible for the yearly live show, ***"We have a lot of choices in the industry, anything from Newtek TriCaster to Telestream Wirecast but we go with vMix. The software and the hardware that now comes with it have been phenomenal!"***

To crew the show, Teradek hired Blaze Streaming Media, which most frequently works

with hardware-based switching gear. With only a couple hours of training, producers were able to jump on the vMix GO and produce a professional live show. Though vMix GO includes high-quality, multiple bit-rate encoding/streaming capability, Teradek chose to highlight the Teradek Cube as a primary encoder with vMix configured as a backup. Over four days, the stream reached 500,000 viewers through content provider Ustream.

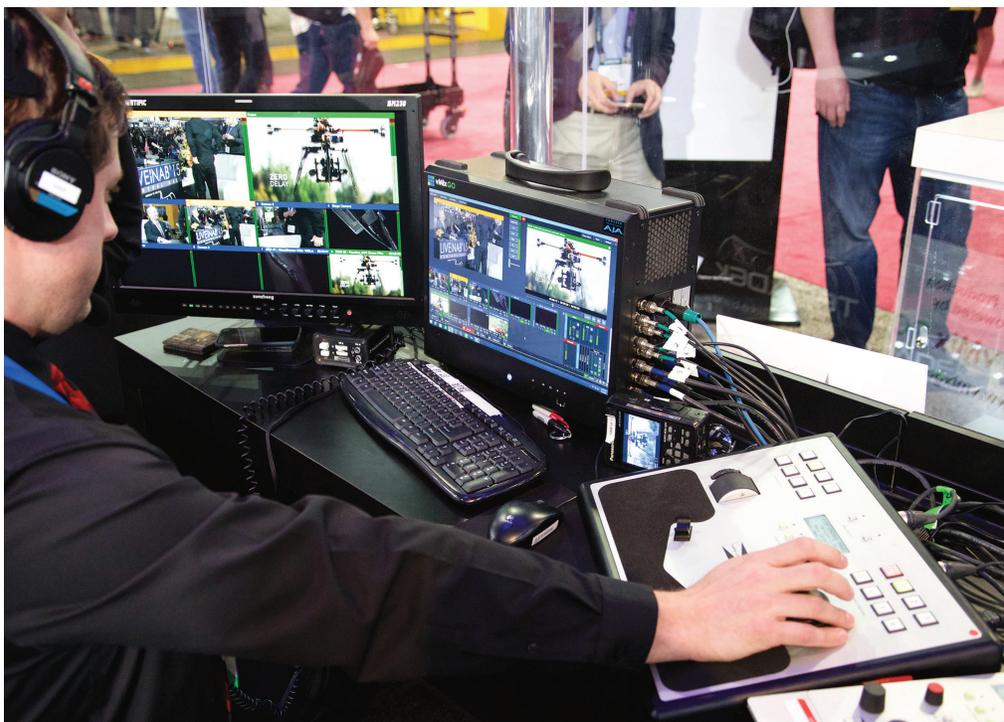
The Teradek live show brings additional pressure, as the intended audience is made up of industry peers. Meeting the challenge required a small crew to create a professional event spanning four days, often running nine hours straight. The vMix GO was configured to allow for multiple users with a main producer handling camera switching, package inserts, and graphics overlay while a second producer used a

network attached laptop and the vMix web interface to constantly create and update titles for guests. Also included in the list of equipment was the vMix Control Surface, a hardware-based, tactile switching unit though for the Teradek show, a standard computer keyboard was used to save space.

***"It doesn't crash, and we don't have to spend hours and hours learning techniques on how to use the interface and switch between all the different cameras," said Gailing.***

## THE SETUP

The Teradek Live Show configuration is similar to that which producers choose for sports, concerts, churches, or other live event productions. Multiple cameras, including remote-controlled Camera Corps PTZ units, were set up for the various camera angles of the host and guests. A small touchpad controller





allows the main switching engineer to act as both camera-person and show director at the same time.

Additional inputs were set up for a stage camera to capture handheld, Point of View video. A final input was brought in for a guest laptop to showcase software interfaces or other product-related information. The inputs were a mix and match of HDMI and HD-SDI with the former converted to HD-SDI for final input into the professional I/O panel of the vMix GO. Powered by world-class AJA technology with up to eight HD-SDI inputs, the GO stands head and shoulders above other portable production gear usually limited to four inputs and often based on HDMI only. Plus, vMix GO provides access to the largest array of input types with far fewer limitations on the number of inputs and type. One example is IP-based cameras and network inputs, which are limited only by the available bandwidth of the included Gigabit Ethernet controller.

Another benefit of the vMix GO/AJA collaboration is bi-directional signaling with up to two HD-SDI outputs. For the Live Show, one of these was used

as a program feed for distribution throughout the huge Vitec Group booth. This feature allows low latency, inexpensive long runs that could feed displays throughout the entire venue. Another HD-SDI output provided a clean feed for external recording. vMix GO also provides 4 removable SSD drive bays and a built-in ISO recording capability right inside the box. Finally, the team used the professional, balanced XLR connectors to provide connections to and from a Presonus audio console.

Highlighting the modularity and scalability of the vMix GO configuration, simple LCD panels were used to provide multi-viewer capability for the main producer and the rest of the crew so everyone could see what was happening at all times. Standard vMix GO units include two HD-SDI outputs and two display adapter outputs to facilitate nearly any on-site need. Additional features available on vMix GO systems include internal video storage drives for use with the newest software upgrade called vMix Replay. Great for sports and event producers, vMix Replay provides up to 4 channel input for sophisticated

playback capabilities with high quality slow-motion.

vMix systems include the ability for multiple production crews to divide the workflow, with one individual handling switching tasks while others work on live titling, graphics, and slow-motion replay clip logging. Available options include a traditional hardware control surface with professional NKK keys and silky smooth T-bar for transitions. Producers will also enjoy the web interface, allowing for full control of the switching environment from a tablet, laptop or computer on the network.

Current vMix GO configurations start at under \$8,000 for GO Jr. with four HDMI inputs. The vMix GO Base configuration comes in at just under \$10,000 with up to 8 HD-SDI ports powered by AJA. GO Plus configurations come with additional storage and network options to create a complete mobile live production studio for \$11,995. All GO systems come with a durable and high quality, TSA-approved roller bag.

***Gailing sums up the Teradek Live Show experience with the vMix GO portable live production system: "It just works, it is affordable, and we wouldn't be able to do the show without it, so thank you vMix!"***

vMix GO systems are available through a global network of exclusive resellers and integrators. Visit <http://www.vmixgo.com> to find out how to purchase vMix systems so you can create dynamic, on location productions today.

#### ABOUT STUDIOCOAST SYSTEMS

StudioCoast Systems, Inc. designs, builds and markets Official vMix live production systems including the vMix GO and vMix Thunder, a Thunderbolt-based solution allowing full-blown production on a laptop. vMix Systems are available through a worldwide network of dealers and resellers.