

CASE STUDY: 201 PRODUCTIONS

Taking 4K HDR Fly-Packs with AK-UC4000 & AW-UE150 Cameras on the Road with Phish

Challenge

201 Productions (Clayton, MO) specializes in multi-camera live coverage of major music tours, festivals and corporate events. Company principal Trey Kerr, a longtime 4K producer, wanted his cameras across the board to offer 4K HDR capture. (Cameras with HDR are capable of capturing brighter whites and/or deeper blacks.)

Solution

Kerr achieved this objective with the purchase of five Panasonic AK-UC4000 studio/field camera systems and six AW-UE150 pan/tilt/zoom cameras with AW-RP150 controllers. 201 Productions is now fielding 4K HDR mobile fly-pack systems equipped with these HDR-capable cameras.

The company utilized the new fly-packs on the 2019 spring/summer tour of legendary rock band Phish, and made extensive use of a smaller fly-pack comprised of six AW-UE150s on a nine-show spring tour with a new band, Ghosts of the Forests, fronted by Phish's Trey Anastasio. The Panasonic cameras are slated to be used on Phish's fall/winter tour.

Customizing the Solution

"Concert productions are the mainstay of our business, and the combination of larger camera sensors, 4K and HDR affords us so much clarity and exceptional performance in low light," Kerr said. "We're committed to providing the best available solutions for our clients, and given music performances' varying contrast levels, with HDR we are able to capture the wide gamut of what we're trying to shoot."

201 Productions' chief assignment for Phish is live production, but the company is also tasked with providing a feed for live webcasts on LivePhish.com, as well producing performance videos for the band's YouTube page and archiving each concert.

"The UC4000 delivers exceptional performance in low light, and really enables us to deal with whatever red, green or blue washes the lighting designer calls for," Kerr noted. "The UC4000 can handle a solid blue wash better than any other camera I've ever experienced."

For the majority of The Ghosts of the Forest's performances, a staff of only two – working with the two AW-RP150

controllers – was able to manage 10 cameras (the six AW-UE150s, three POV cameras and a locked-off Panasonic AK-UC3000) for live IMAG and the recording of archival video.

“There’s so much functionality with the AW-UE150 and the AW-RP150 controller,” Kerr said. “It was so impressive how we were able to start a move, then transition to another camera, and it was simply remarkable what we could accomplish with only two people.

“Because of AW-UE150’s advanced features, we are now able to bring our same professional, award-winning production values to smaller, lower-budget events.”

Kerr typically shoots and archives music tours in 4K, 3840 X 2160 29.97. The UC4000s are outfitted with UHD UA107X8.4 Box-Type 107x Zooms for the main front of house lenses, as well as the Fujinon UA70x8.7 box-type zoom and the Canon HJ22ex7.6b multipurpose production lens. At most venues, he uses one AK-UC4000 each in the pit, handheld on stage and at the front of the house mix position, with two deployed in various ways contingent on the layout of each space. Four AW-UE150 PTZs are always used on stage (left, right, on the drum kit and upstage center), with the fifth reserved as a “bonus-cam” for interesting aspects or angles.



201 Productions typically positions four AW-UE150 PTZ cameras on stage during a concert.

“The combination of larger camera sensors, 4K and HDR affords us so much clarity and exceptional performance in low light.”

– Trey Kerr, Principal, 201 Productions

Summary

Having previously invested in Panasonic AK-UC3000 4K studio/field cameras and AW-UE70 4K/HD PTZ cameras, 201 Productions now offers clients three discrete 4K mobile fly-pack systems: one with the AK-UC4000s + AW-UE150s; a second with the AK-UC3000s + AW-UE70s; and the third, smaller system built entirely around the AW-UE150s.

For more information about 201 Productions, visit <https://www.201productions.com>, or contact Kerr at Treykerr@201productions.com.

For more information about Panasonic professional video products, visit us.panasonic.com/broadcast or contact Panasonic at 877-803-8492.



The AW-RP150 touchscreen camera controller is an integral component of 201 Productions’ 4K mobile fly-pack systems.