



**Australian multi-platform media company, Fairfax Media Limited
with JVC ProHD camera GY-HM650E**

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Australian multi-platform media company, Fairfax Media Limited, operate some of the leading news publications in the country. Fairfax is constantly expanding their video output. It was this need for quality acquisition that led Fairfax to enhance its on-line digital video operations with their recently deployed JVC GY-HM650 HO digital video cameras for use by its video producers and journalists in the field.

The JVC cameras are able to connect back to Fairfax video studios and production facilities in Sydney and Melbourne using wired, Wifi or 3G/4G wireless networking. Field video recordings can immediately be transferred back to base for editing using standard file transfer protocols (FTP).

The Key point to use of GY-HM650E

"That's a key reason why we went with this solution. Our VJs, they're one-person teams who do everything. Minimising the amount of gear they have to carry is really critical," said McMillan. The journalists are often in the field alone, managing all the equipment by themselves, streaming live or utilising FTP over a 4G hotspot, all of which makes simplicity key.

"They're very skilled, but they're skilled journalists, they need to do postproduction, they need to shoot; we just can't get people who can do all of that at an expert level," explains McMillan. "And because they are doing everything, if they don't have to think about the complexities of setting up a link, then that makes their job so much easier, they can concentrate on what the story is about." The cameras are spread across four cities, with three in Sydney, two in Melbourne, and one each in Brisbane and Perth.

Fairfax use the Zixi internet

Fairfax use the Zixi internet streaming protocol for delivery of a secure live video stream from the field cameras to a Zixi Broadcaster live stream management server running in the cloud on a Linux Operating System, Amazon Web Services Cloud Computing instance. "Over the last 10 years Fairfax has been making the shift from being a manufacturer of newspapers to being an information company, and part of that is owning less of the resources and using services more, so that's why we went for this cloud based option for the Zixi server," said McMillan. "And it works, it's simple, I can be on the corporate network here, I'm able to log into it I can control I can see all the inputs coming, and assign all the outputs."

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About JVCKENWOOD Australia

JVCKENWOOD Australia is a wholly owned subsidiary of JVC KENWOOD Corporation. JVC is a leading developer and manufacturer of sophisticated audio and video products that use superior technologies to deliver high quality sound and images.

JVC Kenwood offers a complete line of professional equipment for the broadcast and professional video marketplace including studio cameras, professional camcorders, 3D and 4K camcorders, Blu-ray recorders and precision HD studio monitors. JVC's original D-ILA projection technology is widely used in projection systems for simulation and high end home theaters. JVC is also a world leader in analog and IP video surveillance products.