

Integrated Studio Bundle



Interactive Learning Systems, Inc.

White Paper Integrated Studio Bundle

Produce/Edit/Broadcast

by

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We are pleased to introduce a Turnkey Video Production, Post-production and Broadcast Studio Bundle. The purpose of this White Paper is to provide an overview of Studio Bundle Design and Function. Links to studio applications in schools along with teacher comments provide real-world demonstrations and critical evaluations of studio quality and ease of use.

100% financing including shipping, setup and on-site training is available.

<http://tinyurl.com/2ab9czz>

Mobile Broadcast Workstation



The Mobile Broadcast Workstation is critical for the integration of studio functions. The size and ergonomics of the Workstation create an easy-to-use environment where there is seamless workflow from one studio task to the next including broadcast of the finished project. For more pictures of workstation click on:

<http://tinyurl.com/2ca76k7>



The key to studio design is the incorporation of the Casablanca Editor as a video source input to the video switcher as well as a digital recorder of switcher output. The resulting tapeless video production, coupled with access to the full post-production editing capabilities of the Casablanca Editor, greatly facilitate the compiling of news show or project elements and the broadcast of programs directly from the Editor.



Studio Schematics

Schematics of studio audio and video components help with understanding studio setup and operation. It is also helpful to consider audio and video setup separately and to think of signal flow as inputs and outputs. Arrows in schematics indicate signal pathway and direction. (NOTE: For a detailed description of all major pieces of equipment including the Audio and Video components illustrated in the diagrams below, go to : <http://tinyurl.com/24hkptf>)

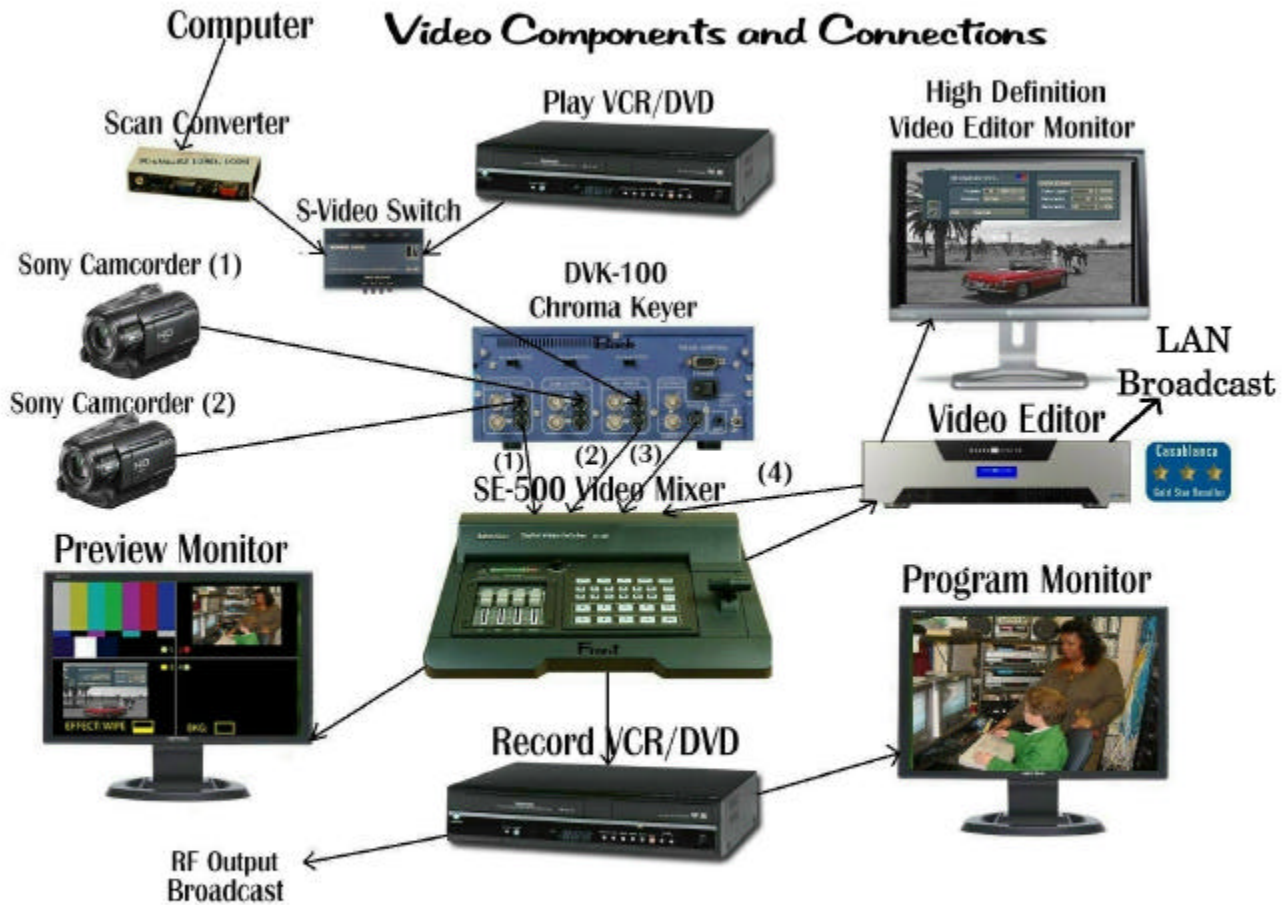


Video Schematic

The DataVideo SE500 digital video switcher is the studio video control center. The switcher has four S-video/composite video inputs. In this setup:

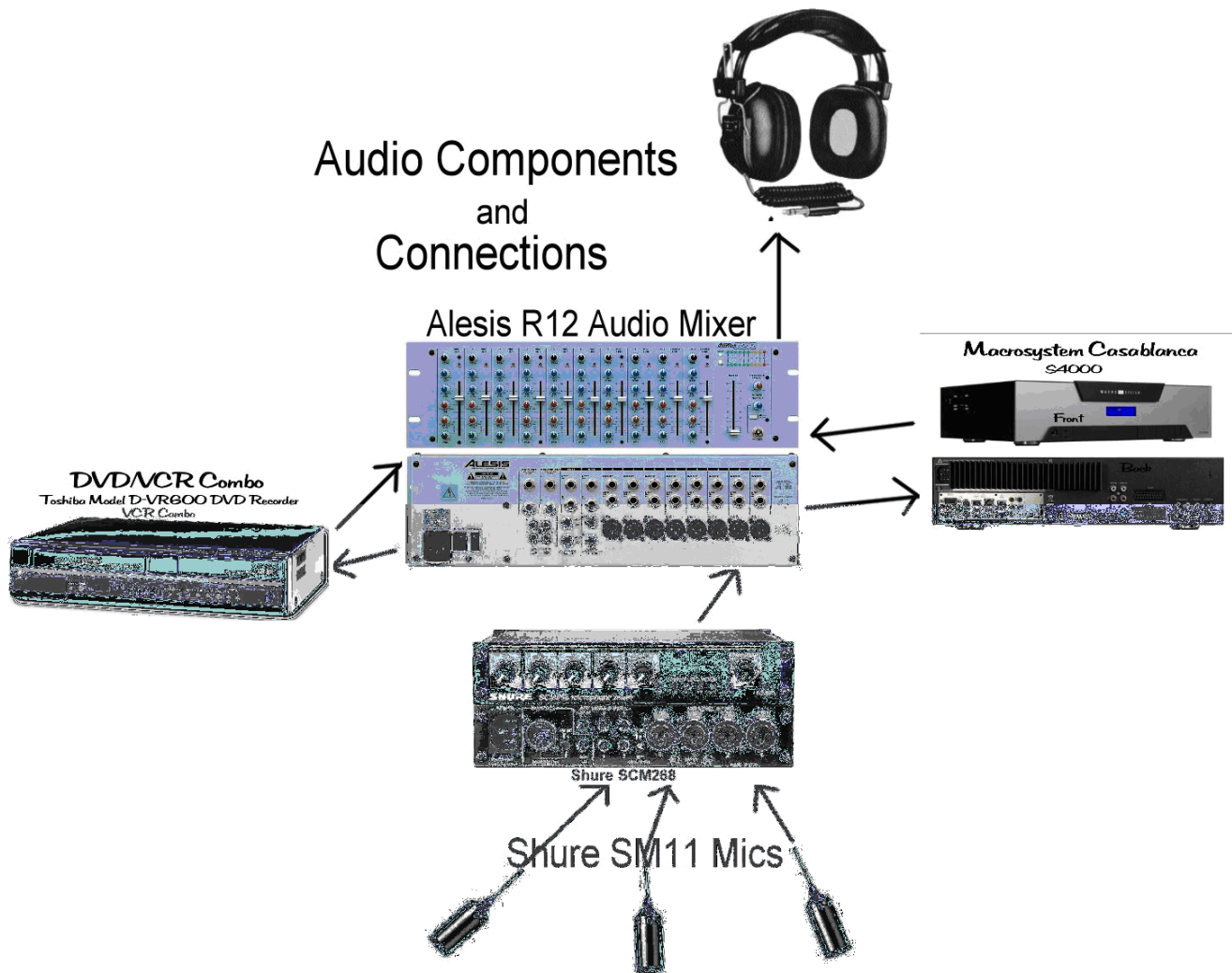
1. teleprompter camera,
2. background chromakey video,
3. Casablanca Video Editor and
4. chromakey composite video.

The SE500 has a unique built-in quad preview output with tally lights for program output and next selected video source. In this design the Editor functions as a digital video recorder. Applying post-production effects allows the seamless workflow from production to broadcast from the editor.



Audio Schematic

Although video switchers often have built-in audio mixers, including the dataVideo SE-500 used in this studio setup, a separate stand-alone audio mixer such as the Alesis R12 , provides more control of signal strength and tone. The Shure SCM-268 microphone mixer with 4 XLR balanced mic inputs is used to control volume levels of individual mics. The final mic mix is output to the Alesis audio mixer as a line level signal. The VCR/DVD player and Editor audio sources are also mixed in the Alesis as line level signals. The final audio mix from the Alesis is sent to the record/play VCR/DVD and Video Editor as a line level signal.



Integrated Studio Bundle Functions

The process of studio design is complex and time consuming. The virtually unlimited variety of equipment available makes decision making uncertain. Furthermore, it is critical that purchase decisions satisfy price/performance criteria. Components of this studio bundle have been selected to complement each other and to work together. A major design goal was to build a cost effective, high quality system that is both robust and easy to understand, operate and maintain. Criteria of price/performance have been applied in all areas of studio design. All studios have the following capabilities:

1. live chromakey compositing for use of virtual sets (NOTE: The DataVideo DVK-100 dedicated chromakeyer is part of this studio setup. See the Equipment List discussion <http://tinyurl.com/24hkptf> for more details on this unit and the chromakeying process)
2. complete chromakey studio lighting kit
3. 17" LCD teleprompter and teleprompter software
4. hand held and lavalier dynamic XLR mics
5. high quality dual-channel UHF wireless mic.
6. audio mixing with separate mic mixer and line level mixer
7. live digital video switching
8. MacroSystem Digital Video Editor for full Post-production video editing
9. Ethernet LAN Broadcasting from MacroSystem Editor

In addition to the Video and Audio components illustrated above, the Complete Studio Bundle also includes: 3 video cameras, lighting truss, foreground and background lighting, background stand with chromakey screen and all the necessary cables, connectors, etc., to complete studio setup. All studio installations include on-site training. The Studio Equipment List provides illustrations of specific pieces of equipment along with comments on their function and integration into studio design: : <http://tinyurl.com/24hkptf>

Studio Applications and Testimonials

Topsail High School at Hampstead, NC

These studios have been successfully installed in elementary, middle and high schools. Productions from our most recent studio installation in Topsail High School, Hampstead, NC, are available on YouTube:

<http://www.youtube.com/watch?v=C3mo1R7mZvY>

Kevin Hull, Digital Media teacher at Topsail HS and the person responsible for studio operations, had this to say about the Studio Bundle. "Our studio allowed us to start a brand new weekly news show right here in school. The students love it, other teachers have embraced it, and the administration is totally on board. The equipment is top notch and having worked in a television studio for the past 15 years myself, I know that it is professional-level material (equipment).

Topsail High School Studio

Another Topsail High School News Show:

<http://www.youtube.com/watch?v=hHuwCNPcvkA>



Perquimans Central School at Winfall, NC.

“If you are looking for ways to integrate instruction with broadcasting, you need look no further. I am extremely happy with the Interactive Learning Systems Studio that we use at Perquimans Central School located in Winfall, NC. Nothing compares to the success that I have had with our Video Broadcast Studio in our school. We are able to capture the attention of our audience as well as inform our students and staff of current events and activities. Drs. Nels and Nancy Anderson are always available to present hands-on training. They provide on-site training as well as advanced training at a video camp located in Hillsborough, NC. The Andersons provide support 24-7. It has been a pleasure working with Drs. Nels and Nancy Anderson on a professional level.”

Cynthia Stallings, Instructional Technology Facilitator and NCDPI Technology Educator Award 2006.



Turtle TV Morning Show: K-2 School (Note: The school color is green which required using a blue background for chromakey. A wall was painted chromakey blue with good results.)

The News Show production from Perquimans' Elementary School demonstrates many studio functions including:

1. Intro Animation with special effects created on the Macrosystem Editor.
2. Tapeless studio video recording directly onto the Macrosystem Editor.
3. Live chromakey compositing using virtual sets
 - a. News Desk Anchor person
 - b. School principal's comments
4. News show scenes split, trimmed, added to editor storyboard and broadcast to the school directly from the Casablanca Editor. <http://tinyurl.com/37xhx87>

Wallace Elementary School at Wallace, NC.

“We found Interactive Learning Systems to be the most knowledgeable and professional of all the vendors for this type of equipment...Our “TV Crew” received excellent training at ILS’s headquarters. We also received follow-up training for additional staff members on-site. We found the training process provided by ILS to be extremely user friendly. In fact, during the summer break, we trained 10 students going to the fifth grade to be the Studio Technicians. The students are then integrated into the production process by pairs on a weekly basis. The students perform technical assistance, such as filming, lighting, audio, and editing for our school’s weekly TV productions.”

Wallace News Show opening Logo animation produced on the Casablanca Editor. <http://tinyurl.com/2fombxx>



Stanback Middle School, Hillsborough, NC

Communication Research Class News -- article written by: M. Pratt, middle school student.

“Drs. Nels and Nancy Anderson, and their daughter, Nancy Lynne, have come in on many occasions to help the Communication Research Class with the setup and production of the morning news show. At the beginning of the year, they came in and assisted us in setting up our production studio. They helped us design effective lighting and taught us to use the editing and production equipment. We also learned how to adjust lighting and camera position. To complete the training, Mrs. Walker, Mr. Rivenbark, and Mr. Tovell attended a two day seminar on video editing at Interactive Learning Systems. Through A.L. Stanback’s partnership with Interactive Learning Systems, our news show has improved with the use of new equipment and advanced student skills in video production.” M. Pratt



Dudley High School, Greensboro, NC

The Mobile Broadcast Workstation is the key to integration of studio functions. Sheldon Southerland, Technology Education Teacher, Dudley High School Greensboro, NC, said it best: "As a classroom teacher I would highly recommend the purchase of the multi-media workstation. It allows for proper organization and structure that allows the teacher and students to spend their time experiencing the great benefits of the system rather than trying to locate components and do set up." Pictures of Mobile Workstation <http://tinyurl.com/2ca76k7>

This is part of the first new show produced by Dudley High School: <http://tinyurl.com/36hbc2n>



Louisburg High School Louisburg, NC

The Louisburg HS studio was installed in 2008. After 2-days of studio training for students and teachers, they have been producing News Shows on a weekly basis



Summary of Integrated Studio Bundle Design and Teacher Testimonials

Our studio bundle design has greatly lowered the learning curve for producing, editing and broadcasting school news shows and projects. The added value of on-site training for teachers and students as well as a two-day video production and editing retreat in our studio and classroom in Hillsborough, NC, is what makes our studio bundle the right choice.

Video Production and Editing Workshop Hillsborough, NC

This workshop has and continues to focus on real-world aspects of video production and editing. A detailed outline of the 2-day workshop is available on our website. <http://www.ilsvideo.com/workshops.php>

Day one is hands-on learning the basics of video editing on the Casablanca and introduction to studio equipment and functions. Day-2 is based on the Art Project tutorial which involves all aspects of video production and editing including authoring a DVD of the finished project. Audio mixing is emphasized including matching audio levels and adding a music track which is faded in and out. This is an example of the finished Art Project tutorial:

<http://tinyurl.com/2uqrlxw>

Workshop Testimonials:

“This workshop was enjoyable, on-target, and very enlightening. I am excited to get started with video projects at school!” Ann G. Phillips, Roanoke Rapids High School.



“I cannot think of a more positive atmosphere in which to learn such exciting material. To top it off, the Instructor was just as exciting as the material. What an awesome presentation! It is inspiring to see a family work together on a project.” Rosalind Johnson, Cabarrus County Schools, NC



“This was one of the best, most enjoyable and informative workshops I’ve attended. I enjoyed the hands on experience, all of the new information, the relaxed setting. I can’t wait to try all of this out back at school!” Donna Mosely, Wake County School District.



“I was impressed at how well the three facilitators worked together! These two days have been WONDERFUL! Would love to do it again and again! Nels is BRILLIANT!” Linda Lockhart, Chester High School, Chester, SC



Amy Wilson, 2nd. Year teacher who had to produce a video of her teaching for a district evaluation process. Nancy Lynne was the instructor who helped her with editing:

“The Video Production In-service was very helpful. I was able to produce a professional copy of an amateur videotape. The instructor offered her expertise in a patient and pleasant manner. I was very impressed with the entire session. Thanks for making my video a fantastic piece of work!”

Amy Wilson



“This workshop has prepared me to provide instruction to my students that guarantees a product that will impress parents and friends and gain attention from professionals, while improving performance on state assessments.” Sheldon Southerland, CTE teacher.



Summary

We are very pleased to offer this Turnkey Video Production and Broadcast Studio Bundle with 100% financing including on-site training. This unique integration of studio functions and the added value benefits of studio setup and training make this the logical choice.

For more information and discussion of how this approach fits with your studio goals and budget, please contact:

Nancy Anderson, Ph.D., Pres. Interactive Learning Systems, Inc.
1-800-221-6322 or e-mail at <http://www.ilsvideo.com/>

For more information on the 100% financing offer contact:

Adele Berger, VP Direct Source Capital <http://www.directsourcecap.com>
1-888-994-6347 or check our web site: <http://tinyurl.com/2ab9czz>



<http://www.ilsvideo.com/>