

CASE STUDY: CHURCH AT BATTLECREEK

VariCam LT 4K Camcorders Upgrade Video Outreach to Congregants

Challenge

The Church at BattleCreek is the broadcast campus hub of a dynamic ministry that broadcasts Sunday services live to five additional Tulsa-area locations, as well as a satellite church in DuPage, IL. Until recently the church was handling this assignment with aging standard definition cameras.

Solution

Several months ago, the Church at BattleCreek invested in VariCam LT 4K cinema camcorders to support live video production of its Sunday services.

Result

According to the church's Technical Arts Director Josh Stephens, the installation of the VariCam LTs several months ago has allowed the Church at BattleCreek not only to upgrade to HD (and ultimately 4K) production, but also to present a more immersive, cinematic experience to its congregants.

Stephens says that, with the church's previous SD cameras aging out, what he gained with the VariCam LTs was an immediate upgrade path to 4K/HD, "amazing" picture quality and, importantly, the ability to effortlessly frame drop from 59.94 to 24fps during the services (with 59.94 used to give a clean, broadcast look to the pastor's sermons, and 24fps to lend a filmic look to the performance-based aspects of the worship experience).

"I like having the dual 800/5000 ISOs that address the range of lighting between the stage and the rest of the sanctuary," Stephens notes. "Also, operating the VariCam LT is quite intuitive. We have a staff of 43 rotating volunteers, and with a bare minimum of training, the camera operators caught on quickly. The Focus Assist functionality is terrific. Focus is simply not an issue, which wasn't the case previously."

“The ability to effortlessly frame drop from 59.94 to 24fps during the services lets us give a clean, broadcast look to the pastor's sermons (59.94) and lend a filmic look to the performance-based aspects of the worship experience (24fps).”

– Josh Stephens, Technical Arts Director, Church at BattleCreek

Customizing the Solution

Two of the VariCam LTs are placed on fixed tripods front and center in the sanctuary for tight and wide shots, a third LT sits on a tripod house left for a different angle, and a fourth camera roams on the right side of the space. The cameras are outfitted with Fujinon 20-120mm T3.5 Cabrio wide-to-telephoto zoom or Fujinon ZK85-300mm T2.9-T4.0 cine-style lenses with ENG-type controls.



Summary

The sermons of Pastor Alex Himaya delivered during 9 a.m. and 11 a.m. Services at the Church at BattleCreek are now broadcast live to the other Tulsa-based churches (the Church at Downtown, the Church at Midtown, the Church at Owasso, the Church at South Tulsa and the Church at Jenks), as well as to the Church at DuPage. At the Church at BattleCreek, the entire service is displayed on LED walls; the service in its entirety is also broadcast in real time on Facebook Live and the church's website <http://www.thechurch.at/watch-live>.

For more information about Panasonic VariCam cinema and high-speed cameras, visit us.panasonic.com/varicam or contact Panasonic at **877-803-8492**.

For more information about the Church at BattleCreek, visit <http://www.thechurch.at/>.

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