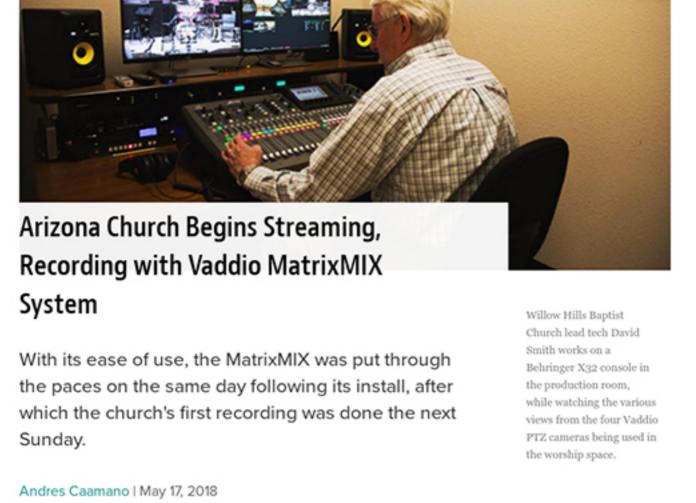


informa -



PRESCOTT, Ariz. For about four years, the Willow Hills Baptist Church has been looking to make the jump to stream and record at least a portion of their weekly worship services.

also featuring the Vaddio AV Bridge MatrixMIX Production System.

(projection) screen, and different on the back."

necessary, to provide the desired level of support.

on a video and camera system.

recordings."

that day.

changing that from the computer."

the church's production room, with HDMI outputs.

new equipment is speaking to the old equipment."

was going to take off, as we hadn't budgeted for it yet."

what could be achieved with that extent of an upgrade.

degree of latency," he said.

4K."

thirds."

of training on it."

a more customized system.

delays of any services.

While the factor of cost for years represented a significant roadblock to the church in moving forward on such an upgrade, David Smith, the church's lead tech, noted how "someone put a bug in the ear of our pastor about live streaming, and so we went forward with it."

For the church with a membership of around 500, the focus of the project was to add

Upon determining the extent of the project, Smith deemed an integrator was

With the MatrixMIX, it allows for Willow Hills to 'split things up, and put things on the front

About a month ago, in mid-April, those long-held plans finally came to fruition, in large part to the installation of a system that went from zero cameras to four, while

solution," for such an upgrade, and added he wanted to find a local company, whereby the church chose CCS Presentations, based in Scottsdale.

The initial work with CCS began by determining the project's cost in January, after

which the church had its members vote, approving the installation. The project was

the integrator's first at the church, and the work was finished Friday, April 13.

Instead of waiting a couple of days before using the new system for a service, the

church ran it later that Friday night. "We had a youth rally that night, and I said,

Initially Smith noted that he "looked around and did not see a complete, one-vendor

Let's record it,' to get used to the joystick (on the PCC MatrixMIX Live Production Controller)." Two days later, he added, "We did our first recording (during a service) that Sunday, and made DVDs and gave them to the staff, to have them look at things like stage presence."

The following Sunday, the church coordinated its first stream of a portion of a service, learning then that "the guy running the cameras wasn't familiar with

changing the exposure," Smith said, adding, "I have since written some macros,

where we can do a slow pan of the camera, or can position the rear camera."

In the first few weeks since the church has been working with the new Vaddio

network, with a link to our website, and are streaming to our Facebook page."

sermon saved, and posted to the website, as well as to stream some of their

system, Smith noted that "we've streamed the message twice, to a content delivery

As Dana Halsey of CCS elaborated, (Willow Hills') main goal was to get their main

Since the church now can record its services, Smith said the church is open to possibly expanding its number of Sunday services in the future, to three. If such a service were added, the church could then replay the pastor's message (which typically runs about 30 minutes), with it having been recorded from a service earlier

With the MatrixMIX, it allows for Willow Hills to "split things up, and put things on

guy can have the pastor up (on the screen) preaching, and when he switches a slide,

the front (projection) screen, and different on the back," said Smith. "Our camera

As part of the install work, Halsey noted, "The cameras system is pretty straight forward, and we connected it to their existing (audio and projection) system, to their routers, projectors, to the overflow room, and the production room, where they are able to stream." The setup included two additional long runs of HD-BaseT cabling to

Since the system first went live, the only issue that has arisen during those first few weeks, requiring a return by CCS, was to replace a line transmitter that had become

inoperable. As Halsey explained, "that's pretty standard, by making sure that the

The collaboration between Willow Hills and CCS has been a worthwhile one, Smith

acknowledged, adding that on such a project, it is key "to get a good integrator who

will work with you." In the project's early stages, he added, "They were willing to

invest in us, even without knowing (months before the install work began) that it

In time, the plan morphed into one beyond just streaming and recording. "If they have a sermon, or a show going on, they could extend that to the web, or another location," Halsey noted. Initially, when the church opted to go with PTZ cameras, Smith was somewhat reticent, remembering his issues a couple decades ago after installing PTZs at another church. Upon getting a closer look at Vaddio's current line of PTZs, though,

Willow Hills selected a pair of Vaddio RoboSHOT 30 PTZs, and two Vaddio

RoboSHOT 12 units for their camera needs. To help arrive at that decision, noted

Smith, was a visit to a church east of Phoenix, which had an identical camera setup

In selecting those specific camera models, Smith said it was in large part due to how

well the cameras handled latency. "I was concerned about real-time latency with the cameras, and it's minimal. That's how I got into the HDBase-T line, to minimize the

With the new setup at Willow Hills, Smith found some of the most significant

benefits included having a TeleTouch 27-inch USB Touch-Screen Multiviewer for

control, along with the PCC MatrixMIX Live Production Controller, which all ties into the brains of the system of the Bridge AVMatrixMIX, the interconnects to the

production room, shielded category 6 cables, and the distribution amps. By going

with a Cat-6 connection, Smith added, "that future proofs us, if we ever want to do

including Robo Shot 30s, and some other older Vaddio gear, offering a window to

Among the system's most notable features include presets, color keying, as well as picture and picture. In addition, Halsey said, "we did a few presets for them, to get them honed where they wanted them, such as to keep track of the pastor as he is walking across the stage, as well as some adjustments to the camera speed." For Smith, the new system configuration is "very nice. It allows us to see our four

cameras, our slides and bottom thirds. If a pastor wants to read a passage from the Bible, we can throw that up on the screen, and the congregation can also see a fullsize slide on that screen." In addition, "we can superimpose the song lyrics on the

screen," either serving as a confidence monitor, or "squish (the text) down to lower

As Halsey explained, the church was looking for "something very easy to use, as they

having one guy dive in with the presets, who knows the system. For others, (it can be

configured) where you hit a button and you are good, and you don't have to do a lot

When seeking the right solution for a system in their worship space, Smith relayed

to CCS that "I wanted to do lower thirds, and wanted to keep it as simple as possible.

depend on a lot of volunteers from their congregation. It can be customized by

The Vaddio could do lower thirds and color keying in its sleep." For Halsey, offering the Vaddio system was a logical choice since "cost-wise, it is very competitive, and Vaddio is one of the best customer service companies. We have had engineers test (the MatrixMIX) out, and had installed it in a couple of auditoriums and a couple other churches. It is very clear to set up." In all, the install took a couple of days to complete, paired with some training. "The

longest part was putting up the surface mount channeling for the cabling," Smith

as Halsey explained was "more in depth (with Smith), and then with the team, to bring them up to speed. It began with in-field training on the basics, with a few

presets, and then we followed up with additional training, and took it to the next level." Areas covered during the initial training included adding words across the

screen, scrolling, along with sending computer and camera images. Subsequent

training then delved into creating additional macros and presets, and how to design

Since the work was done in less than a week, there were no resulting cancellations or

said. "After that, it went together very quickly." Once installed, training began, which

requirement of four people is needed, an increase nonetheless from the single person needed prior to the upgrade, who then was then responsible for running sound, lights and lyrics. Those responsibilities have grown to where volunteers are now needed in the production room, handling the feed, putting the feed into an overflow room, as well as handling recording and streaming. With the new system in place, Smith said that based on initial expectations leading

up to the installation, that they have been fully met, and that "we have not run into

anything that we have not been able to resolve."

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