

CASE STUDY

VIDEOROGUES



CUSTOMER

Richy Parkin, director/owner, Videorogues
videorogues.com

Directing live onstage video for the
2013 Keith Urban U.S. Tour

CHALLENGES

Delay between transitions

SOLUTION

Kayak HD 3 M/E video production switcher with
Spektra enhancement

BENEFITS

Multiple macros, a quick response time, and
versatility

Sharing the story onstage with Grass Valley's Kayak switcher

BACKGROUND

Live video production is vital for live performances—creating a quintessential fusion of visual effects that represent the music and add to the overall experience for devoted fans. The combination of technology and creativity that produce these effects is best left to visual experts like Richy Parkin, director/owner of Videorogues. His current project, the 2013 Keith Urban U.S. tour, is where he pushes the limits of creativity through a visual story using Grass Valley's Kayak switcher.

With more than 22 years of experience in the Live Music industry, Parkin is highly sought after by big name artists like Pink, Katy Perry, and four-time Grammy Award winner Keith Urban for his ability to provide onstage visuals that are unique to each artist's music. Live productions can be complex, rigorous, and labor intensive which means directors need to have the right equipment for creating just the right effects.

"Getting the right look takes time and the Keith Urban tour is no exception. Every show brings out something new—using the right equipment to capture these nuances makes all the difference," says Parkin. Parkin was introduced to Grass Valley® switchers about 15 years ago when he worked on a Grass Valley Model 1200 digital production switcher. Today, his switcher of choice is Grass Valley's Kayak for live events. "The nice thing about Grass Valley is that the technology can actually keep up with my creative innovations in video production."

SOLUTION

For the 2013 Keith Urban U.S. tour, Parkin requested the Grass Valley Kayak™ HD 3 M/E video production switcher with 2D digital picture manipulators (DPMs) and the optional RGB color correction. Parkin also added the Spektra enhancement which opens up a world of possibilities for special effects, including film look. For Parkin, sitting down with a familiar console makes the project that much easier. And he knows with the Kayak, he can manage the whole process from engineering to special effects.

"The Keith Urban tour is all about new—from the music to the video and our live production system—this allows me to be much more creative and versatile." The console is designed with easy to reach buttons and offers minimal delay time between transitions. "The Kayak allows me to switch between multiple destinations with as little as a nine millisecond delay—this is virtually unheard of in this industry," says Parkin. "And it's comfortable for me to use. I've used a lot of switchers in the past and this one is by far the easiest and most user-friendly."

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To simplify projects, Kayak allows for the development of multiple macros to automate pre-programmed transitions, which is a huge benefit for Parkin. "For the Keith Urban tour I use 50 macros—the use of macros to streamline projects is a real time saver because once the show starts we're moving fast and this allows me the flexibility of making single button press transitions on the fly." Setup for the show is quick using a Portable Production Unit with the switcher on board to manage Parkin's effects and multiple cameras.

BENEFITS

For Parkin, the three top benefits to using Kayak are: minimal delay rate, the use of multiple macros, and versatility. "The Kayak switcher is absolutely the best I've used in the last few years. It allows me to build my transitions and then do what I do best, share the story live," says Parkin.



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ABOUT GRASS VALLEY

Grass Valley is changing the way live television is made and delivered. Recognized with 18 Emmy® awards for technology innovation, Grass Valley's product portfolio—from image acquisition to playout—offers a complete end-to-end workflow of flexible, forward thinking solutions which enable broadcasters and content owners to build multiscreen, multiplatform futures. By simplifying and enhancing the way content is produced and distributed, Grass Valley gives customers the freedom they need to be creative in the studio, the field, and the newsroom. Merging optimizations of IT technologies with best-in-breed media systems, Grass Valley's next generation solutions deliver higher quality

and greater efficiencies. Customers include world-leading broadcasters, teleproduction facilities, service providers, government, religious, educational, corporate, and independent video professionals. Grass Valley is headquartered in Hillsboro, OR, and maintains local presence across the globe with offices throughout North and Latin America, Europe, the Middle East, and Asia-Pacific regions.

For information about Grass Valley solutions and services, please visit: www.grassvalley.com.

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