

Journal Entry: AVITENG Technology Days 2024

Date: 17th January 2024

In December 2023, Quicklink were invited to attend and sponsor a 2-day technology conference in Istanbul with our valued partner AVITENG (www.aviteng.com). It was a fantastic experience and an opportunity to share industry insights and work with several other manufacturers including Canon.

We looked at ways of showcasing our new Quicklink Remote Studio solution to its best potential and thought what better way than to combine an onsite presence with the addition of a remote contribution in a true hybrid conference style.

Jake Edwards, Technical Support Manager, from Quicklink attended AVITENG'S Technology Days 2023 (www.aviteng.com/en/techday-2023.html), staffed the stand, and strategically arranged the output from our production to be displayed in the presentation theatre.

The required setup seemed very complicated at first, multiple cameras, multiple DMX lights, audio, microphones, headphones and a public Internet connection to name a few, but then we soon realised that all the features required were already built into the Quicklink Remote Studio and ST250 solution, which comforted me greatly. Instead of endless cables and boxes to be knitted together, I realised at this point, that we had created a great market-leading product and that all that we needed to do now was to tell the world about it!

With the rollout of high-speed fibre optic networks, during the winter, I base myself in the Pyrenees Mountains, so being the remote presenter and equipped with a 1GB fibre connection, I felt confident that the end viewer experience would be mind-blowing, and this was certainly the feedback we received after the event.

The brief included myself being brought into the conference at our designated speaker slot time and projected onto the theatre projector for both audio/visuals of myself along with my PowerPoint slide. A total of three strategically placed cameras were used for different camera angles and a picture-in-picture was created for the PowerPoint and my video – creating a truly dynamic and engaging viewing experience for the audience.

In addition, at the end of the presentation, there would be a Q&A session, which would be facilitated by connecting Jake's laptop output to the projector and returning the video and audio inputs to the in-house A/V system.

At my end, I used the ST250 in a 3-camera shot, a number of DMX lights, a tie-clip microphone and a pro earpiece as used in any standard production. All these are connected directly to the ST250 inputs and output sockets. We used a combination of both SDI and NDI cameras to show

the flexibility of the Remote Studio solution, so I could talk and demonstrate the various components as part of the presentation. We also used some of the PTZ presets to allow one of the cameras to be spun round and focused on one of the DMX lights while Jack located in the UK, our remote production engineer for the event, demonstrated brightness control on one of the DMX lights.

Logistically everything was faultless apart from a delay in delivery of the studio equipment due to a customs clearance into Europe from the UK. For future productions, we will ship from our US or European-based hub. From the minute I took delivery of the equipment to initiating our first test, it took me about an hour so by the time I had configured three tripods, lighting and connected to the Quicklink ST250. Almost instantly, Jake, based in Istanbul, was already remotely connected to the ST250 to initiate tests on my office connection. A standout feature was the IFB comms with the production engineering team, during both testing and the live conference, it felt reassuring that there was a friendly voice in my ear guiding me through the whole experience.

We did some pre-tests the day before and also for safety the presentation was recorded locally onto the Quicklink ST250, this recording was then uploaded to the cloud where Jake was able to download it locally in case anything happened to my internet connection during the live.

On the day everything ran extremely smoothly and as mentioned previously it was great to hear the remote production team in my ear, as well as the return questions from the conference audience.

Just a few weeks prior, I had done a Zoom conference presentation for one of our partners and this had left me scared from the experience, where the PowerPoint failed, audio crosstalk, and no true IFB to name just a few. The experience as a presenter was so alarming. that I came away thinking "I'm never doing that again". However, we've developed a fantastic solution and testing and using it firsthand, I am really impressed how powerful the solution is and how relaxed and confident it allowed me feel with my own presentation.

So, what have we learned from this experience? First and foremost, we've learnt that knitted solutions work but come with huge limitations. I was recently the end-user presenter, not the engineer on two different productions, one that I will never agree to use again and the other of which I am a complete ambassador. The Quicklink Remote Studio solution was developed to remove the pain barrier for engineers, but now I believe it services both the engineering team and the end presenter in providing a truly painless experience. I'm so glad we developed the solution and now the hard work is letting the world know about it.

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Richard Rees

CEO of Quicklink

