



CASE STUDY

User Experience: Mastering the Pandemic with Panasonic 4K system solutions

Just before all events were cancelled due to Covid-19, an important decision was taken by Unlimited Vision & Sound. Investing in HD cameras was no longer an option for owner Pascal van Engelen. In terms of quality, the bar had to be raised. After extensive research in the high-end studio camera segment, Panasonic's native 4K sensor was the key factor. That choice turned out to be a very good one.

Product(s) supplied:

AW-UE150

AW-RP150GJ

AW-RP60

AK-UC4000

AK-UCU600

AK-HRP1000

AK-HVF100

Immediately after the Panasonic 4K remote camera [AW-UE150 PTZ](#) was launched, it attracted the attention of Unlimited Vision & Sound. In particular, we saw the match with the Panasonic studio cameras as a big opportunity and a perfect business case for our rental operations.

With the help of the Dutch dealer Output BV, everything possible was done to replenish our stock, and therefore our supply to our customers, as soon as possible. Hans van den Bergh, owner of Output BV, personally helped us obtain ten [AW-UE150](#) remote cameras, controllers such as the [AW-RP150](#) and [AW-RP60](#), and four [AK-UC4000](#) 4K live camera systems, with accompanying [AK-HVF100](#) viewfinder, [AK-UCU600](#) camera control unit, and [AK-HRP1000](#) remote panel. Panasonic supported us with training so that we could start working with and renting those products with confidence. This way, we were prepared for a future in an IP environment.

By daring to invest in the Panasonic flagship broadcast cameras straight away, Unlimited Vision & Sound became a frontrunner in the Netherlands. An in-house studio was built with the equipment, making us one of the first AV specialists that started producing online television broadcasts for a wide - and especially new - audience.

Covid-19 will still be with us for some time. For that reason alone, the need of companies to be able to communicate with colleagues, customers and supporters in an appealing and contemporary manner is greater than ever. With six online (television) broadcasts per week on average, we can safely say that we are able to provide a successful answer to the demand for high-quality communication. What proved to be a very silent and financially very difficult period for some companies became a big success for us. The quality and reliability that Panasonic solutions offer have certainly contributed to this success.

In the meantime, we see cameras being deployed not only in a studio environment, but also ever more often on site at the customer. A so-called Hybrid event will remain the standard for the time being. This requires flexibility, creativity, and quality. The Panasonic Broadcast cameras purchased make a perfect match. They can be used for a broad range of events, from sports event to studio, and even in low-light situations. The combination with LED screens guarantees a broad use in the most diverse productions.

This year, Unlimited Vision & Sound celebrates its 25th anniversary. Long ago, we tentatively started with online video, and since then, we have grown into a valued AV service provider in the B2B market. Short lines and high-quality execution of productions in a very broad sense are the focal points of our business in Noord-Brabant, the Netherlands.

Meanwhile, the studio activities and facilities have become a permanent solution in Unlimited Vision & Sound's long-term rental package. In combination with the quality of Panasonic Broadcast & ProAV, of course.

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