

## JVC's GY-DV5100E camcorder records 25 year celebrations!

Chevron Texaco for an event that was spread over three weeks, erected an 800-seater marquee at a local venue called Folly Farm in the UK. 800 employees, retirees, their partners and families were invited to attend the celebration of the local refinery's 25-years of operation. Enigma Video, the refinery's training video provider, was contracted to produce the video material for the event.

Colin Riddle, MD of Enigma Video discusses the challenge.

### THE CHALLENGE

Texaco originally wanted three JVC 50-inch colour plasma display monitors running several loops of edited video. This video was to be shown during the arrival of the guests and during the sit-down dinner. Late in the negotiations Enigma Video were asked to provide a live camera feed of the speeches to the plasma screens as they felt the marquee was so big, most people would not be able to see the presentation. Texaco then added the stipulation that the film proceedings be recorded for later editing into a DVD give away as a souvenir.

This event happened to coincide with the arrival of the JVC GY-DV5100E into the marketplace and the camcorder at the time was on loan to Colin Riddle, reviewing writer for IOV Focus magazine .

### THE SOLUTION

The 3-CCD JVC GY-DV5100E camcorder was used as the live feed camera and a GY-DV500 camcorder was used as the roaming camera mainly because the DV5100 gave longer running time than the DV500 between tape changes. With very little time to prepare, the DV5100 was set up and the output fed to the 16:9 plasma monitors.

After discovering the 16:9 (squeeze) setting, we were astonished at the results. The picture quality using just the factory defaults and with only a very rough set up were superb. Colour balance, saturation, exposure and shadow detail were well above expectations. As was the ability of the auto iris to cope with the erratic movements of the follow spot operator!

JVC's evolutionary approach to camera development has meant that all controls and user operations were familiar. The menu system was a particular joy as it is simple to use but sophisticated enough for the most demanding operator. Because the camera was hard wired into a production mixer we were able to play back the recorded pictures onto the plasma screens. It's no exaggeration to say that none of the techie people there for the fit up could tell the difference between the live feed and the playback off tape. We were all awed by the quality.

We used the camcorder hand-held for a short while and found it extremely comfortable and very well balanced. In mixed lighting the flip out colour monitor was a great boon for a quick confirmation of white balance. Unusually for me I have only one critical comment to make and that is the viewfinder does not switch to 16:9 in squeeze mode. This is one detail that I am assured being addressed by JVC and when it is, the features of the DV5100 will be hard to beat at the price or indeed at any price.



Colin Riddle, MD of Enigma Video operates the GY-DV5100E camcorder  
Photograph courtesy of Eddie Davies Junior

### THE BENEFITS

Our clients were so impressed by the way the presentation went in rehearsal that they asked us to provide another two plasma screens at short notice, and asked us to do an extra night in the marquee for a Tsunami benefit concert. Texaco underwrote the whole event and it was a sell-out and raised over £27,000 for charity. Phil Thompson, Texaco Pembroke refinery's PR manager told us all the events had been a great hit and that the video presentation was central to its success adding that the feed-back from the guests, particularly the retirees, had been very positive. The quality of the presentation, he said, had exceeded their expectations. The refinery manager, Des King, who featured in the live feed was particularly complimentary; he told us that he was delighted by the high quality of the pictures and the slick presentation. Praise indeed!

We have used JVC professional cameras for about twenty years now and they just get better all the time. As a small corporate video producer we have to be very careful with capital expenditure on hardware and we have stuck with JVC cameras for three very good reasons, One, they turn in consistently high quality images in every conceivable condition. Two, they are rugged and reliable, and three they are without a doubt feature for feature the best value for money on the market.

For further information, please call our sales team on +44 (0) 20 8896 6000

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