



# CINELIVE

ADDING THE CINEMATIC-LOOK  
FOR MULTI-CAMERA SHOTS



## HOW PROFILES:

# How Churches Have Successfully Improved their Video Acquisition

# Panasonic

## CINELIVE

PROFESSIONAL FEATURE SETS:

### VariCam LT Goes Live with Full Studio Control Ideal for Houses of Worship

## Panasonic's CineLive offers multi-cam, cinematic-look for churches

The CineLive camera system offers the full remote control of traditional multi-cam, as well as features unavailable on other systems. Capture the cinematic look of the VariCam's Super 35mm sensor along with its rich, natural colors and skin tones while maintaining the full control of a live production system. Integration with the AK-HRP1000 or HRP1005 remote control panel enables remote broadcast shading or cinema grading of the output image in 4K or HD, and in HDR or SDR. CineLive also features internal recording in 4K or HD and with or without grading applied, selected separately for the live output. This versatility allows the optimal use and control of material for later use while maintaining flexibility in the live output.



When outputting HD, CineLive features three SDI ports, one for clean view (clean image, no on-screen data), a second for monitoring camera status and menu navigation, and a third for viewfinder monitoring at the camera. CineLive is compatible with fiber transport systems from companies such as MultiDyne and can support 4K\* and HD, SDR and HDR as your needs arrive.

## CINELIVE ADVANTAGES

- Create cinematic shallow depth of field with VariCam's award-winning Super 35mm sensor
- Powerful, easy-to-use focus assist functions and exposure tools
- VariCam exceptional image quality, incredible skin tones, and color volume exceeding Rec 2020
- Shoot in low light or extreme ranges of brightness with VariCam's Dual Native 800/5000 ISO technology with 14+ stops of dynamic range
- 5000 ISO for low light and greater control of depth of field
- Instantly change sensor frame rate while maintaining a constant video output frequency to switch between cinematic motion rendering and live immediacy\*\*
- Surround View mode allows operator to see outside picture area\*\*\*
- Output SDR or HDR (HLG), or both simultaneously (in HD output only)
- Output 4K or HD while also recording in 4K or HD (any combination)\*\*\*\*
- Extensive studio-style live production communication and controls

\*4K requires affordable third-party accessory.

\*\*Not available in interlace output or when recording internally.

\*\*\*Not available in Shading Mode.

\*\*\*\*4K or UHD out requires supported Atomos product.

## Enhancing Nationally-Broadcasted Worship Services with CineLive

First Assembly of God, a Pentecostal ministry established 47 years ago in Fort Myers, FL, upgraded to Panasonic VariCam LT cameras with CineLive for live production of weekly worship services. The cameras are also used to produce eight weekly television programs, one of which, "Celebration under the Silverdome," airs nationally on the CTN network, which is carried on DirecTV and the Dish Network. First Assembly's ministry reaches over 6,000 weekly attendees throughout its 25-acre campus, as well as a growing online and TV audience.

"Once we experienced the VariCam LT, with its unique signature look, we said to ourselves, 'That's the all-in-one solution we're looking for,'" said Tod Cole, Media Director, First Assembly Ministries.

Three weekend and one weekday service are streamed live on YouTube Live and Facebook Live, as well as on the church's website. The Panasonic cameras are likewise utilized for IMAG projection in First Assembly's main sanctuary. Cole explained that three VariCam LTs are positioned throughout the church's sanctuary, one on a jib, the second in the center, and the third placed at a right angle.

The VariCam LT features Panasonic's Dual Native ISO technology for enhanced sensitivity. Cole noted, "When we're shooting under full stage lights, we deploy ISO800 for an amazing look. In low light, we bump up to ISO5000. The ability to blur the depth of field is so eye-catching, the congregation's response to the new production values has been, 'How is this possibly the same church?'"



Photo Courtesy: First Assembly of God Ministries

"In our search for new cameras, we knew we didn't want a traditional broadcast look, but something modern, with a full 35mm sensor, fiber capabilities, studio viewfinders and a form factor for lenses. We found all that and more in the VariCam LT."

– Tod Cole, Media Director,  
First Assembly of God Ministries

## One of the Country's Largest Churches Chooses CineLive

Flatirons Community Church (Lafayette, CO), ranked by Outreach magazine as the 11th largest church in the U.S., upgraded to seven Panasonic VariCam LT cameras with CineLive for live production of weekly worship services.

With its main broadcast campus in Lafayette, Colorado, Flatirons regularly sees more than 18,000 attendees per weekend over its five campuses, plus online live broadcasts on Facebook and YouTube. The church's satellite sites are in Denver, Aurora, Longmont, and Golden.

"Flatirons is proud of its legacy of cinema cameras being used in live production, which dates back to 2013," Robb MacTavish, Flatirons' Live Production Director said. "A main driver behind our investment in the VariCam LTs was the requirement for minimal latency due to a switch from projection to ROE LED displays for IMAG, which added about two frames of latency into our new 1080/59.94p workflow. With the new setup, we're only experiencing four frames of latency end-to-end (two frames from our cameras and two frames from our LED displays)."

"The VariCam LTs are especially feature-rich; beyond the cinema look and feel, and low latency from the camera's clean feed, we also utilize the ability to switch frame rates in-camera," he continued, noting that worship productions deploy the 1080/59.94p format for a more lifelike teaching experience, with an effortless switch to 23.98p for a filmic rendition of musical performances.

MacTavish added that teaming the VariCam LTs with Panasonic's AK-HRP1000 Remote Operating Panels "puts professional grade, tactile control of the cameras in the hands of our shaders, allowing camera operators to concentrate on shot composition and movement."



Photo Courtesy: Flatirons Community Church

"The move to the VariCam LTs with CineLive has resulted in more cinematic, modern worship experiences that appear highly post-produced but are, in fact, live."

– Robb MacTavish, Live Production Director,  
Flatirons Community Church



Photo Courtesy: Eastern Hills Community Church

## Increasing Audience Engagement with CineLive's Film-Like Performance

Eastern Hills Community Church (Aurora, CO), a Christian Reformed Church, upgraded to Panasonic VariCam LT cameras with CineLive for live production of weekly worship services. The church invested in a total of four VariCam LTs as well as an AK-UC3000 4K/HD camera system in a large-scale replacement of its video system. The church is utilizing the Panasonic cameras for IMAG and streaming of its evening and morning worship services, which are live streamed on the church's website and Facebook Live.

"Our stylistic objectives were the best-available clarity and artistic imagery," said Zach Radabaugh, Production Manager at Eastern Hills Community Church. "With its Super 35 sensor, the VariCam LT delivers a beautiful cinematic image. Also, we can switch frame rates in-camera, with sermons using the 1080/59.94p format for a lifelike teaching experience, then an easy switch to 23.98p for music segments.

"Pairing the VariCam LTs with Panasonic's AK-HRP1000 Remote Operating Panels affords a ton of flexibility. We now have a single shader remotely controlling all the cameras, which is a huge benefit."

Radabaugh said that, during the week, he will often use a VariCam LT in the field for pre-produced content. He noted that he sometimes acquires in 4K for flexibility and extra resolution in posting these segments.

"Since we installed the cameras earlier this year, we've achieved a completely new, film-like presentation in live production, and – unlike with our prior gear – I feel there are no technology limitations," he added. "Our congregants now participate and interact more with the people on stage, and our online engagement – both live and post-services – has increased."

"Our video upgrade was driven by two main criteria: to give our in-service worshipers – who can number up to 1,600 – greater accessibility to see and hear effectively, and, second, to have a broader outreach to our online viewers."

– Zach Radabaugh, Production Manager,  
Eastern Hills Community Church

## Creating a Cinematic Worship Experience with CineLive

Elevation Church, a multi-site church and member of the Southern Baptist Convention with its main campus in Charlotte, NC, upgraded to Panasonic's CineLive system for live production of its weekend worship services.

Elevation's ministry reaches over 25,000 weekly attendees at its 17 locations, as well as a growing online and TV audience each week. Simulcasts of services allow its 16 satellite locations, as well as the live-streaming audience online, to sync up for one shared worship service.

According to Zach Kimrey, Technical Director for Elevation Ballantyne (the church's broadcast location), live transmission of weekly services was formerly handled by Panasonic's AK-HC3500 studio camera systems.

"We'd had a successful run of close to a decade with the HC3500s, but it was time to upgrade to cameras that would position us for eventual 4K production," he said. "We did a competitive shoot-out, and the VariCam LT displayed truer colors than any other camera. That, coupled with our comfort level with the Panasonic team, significantly influenced our decision."

Kimrey explained that eight VariCam LTs are positioned throughout the church's sanctuary, which seats 1750 congregants: cameras 1 and 2 in front of the house for wide and tight shots; camera 3 in a "towercam" configuration that flies on a 100-foot track extending from the back to the front of the worship space; cameras 4 and 5 used handheld on stage; camera 6 on a 24-foot Jimmy jib in the back; and cameras 7 and 8 typically utilized in the lobby or outside the church to produce cutaways with a pastor who leads the live online service.

Elevation Broadcast Video Producer Chelsea Gribble cited the VariCam LT's cinematic image handling as the key factor in the church broadcasts' "new fresh look and feel of a concert film."

Kimrey noted that Elevation's camera operators are 100% volunteers. "The LT's intuitive operative and focus assist features have really helped us out," he said. "Our congregations are remarking on a noticeable difference in their worship experiences. The LTs were definitely the right decision for us – we love the cameras and they are performing with zero issues."



Photo Courtesy: Elevation Church