Axis supplies camera for Channel 7 Sydney news backdrop live feed.

Axis camera feed now seen every night on the Channel 7 news at 6 pm.

Organization:
Channel 7 Sydney

Location:
Sydney, Australia

Industry segment:
Commercial

Application:
Broadcasting

Axis partner:
Captivaction/CaptivEYE

Mission

Channel 7 Sydney, a customer of Captivaction, was looking for a new camera that would provide the back-drop footage "beauty camera" behind the Channel 7 newsreader during each news broadcast. Contrary to what many people might think, the primary backdrop of the Channel 7 Sydney nightly news is actually a live feed. The camera used is HD and controllable, and at any time the news master control centre can change the angle to present different views of the iconic Sydney Harbour, including breaking stories.

Solution

Captivaction recommended that Channel 7 Sydney deploy an AXIS Q6128-E Network Camera, with its 4k pan/tilt/zoom capabilities, to capture the vision they were looking for. The camera also ties in with Captivaction's CaptivEYE Broadcast management system allowing it to be easily controlled and managed from within a web browser.

Result

Channel 7 Sydney now have a 4K Ultra HD pan/tilt/zoom camera that makes it easy for them to present a live view of the Harbour which is beamed back to the Sydney studio and used as the backdrop vision for its newsreaders. During a major bus fire on the Harbour Bridge, the camera was also used to provide exclusive close up live footage of the incident.

AXIS ®

COMMUNICATIONS

> "We're using the CaptivEYE Broadcast system to feed vision into a giant LED screen that sits behind our presenter in the Martin Place studio, and the perspective is so quintessentially Sydney. The camera gives us an amazing amount of remote control and very reliable broadcast-grade picture quality. Paul and Captivaction did a first class job installing the camera and liaising with property owners as well as training our staff and tailoring the user interface for efficient operation within our live TV broadcast environment."

Jason Morrison, Director of News, The Seven Network.

Easy to use

Channel 7 Sydney's existing camera in a different part of the Harbour didn't provide high-definition imagery and wasn't controllable. As part of their news re-branding they wanted a unique, high quality and impacting view with the flexibility of being able to constantly vary it as needed.

Paul Carter, Director of Captivaction, a long standing Axis partner, talks about what Channel 7 Sydney was looking for: "They asked us for a simple solution that provided an efficient and reliable outcome, which any of their team in Master Control could operate intuitively, and provide the quality vision that an HD based news studio requires."

Captivaction's software-as-a-solution (SaaS) operations "CaptivEYE" allows an Axis camera to be easily controlled and managed. With an intuitive browser interface users can not only control and zoom the camera, but also adjust iris, colour balance, image stabilization and even activate the AXIS Q6128-E's unique "Shake" function to minimise water droplets on the lens during rainy periods. A system worthy of broadcast use, watched daily by millions.
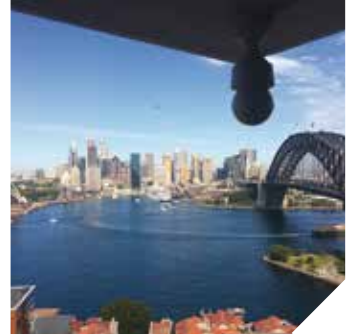
With a combination of microwave and industrial LTE connectivity, the camera's vision is currently streamed at 1080p HD across the Harbour with constant online previewing and adjustments via the CaptivEYE Broadcast management interface.

Captivaction developed the whole solution and recommended AXIS Q6128-E because of it's excellent imaging day and night, it's highly developed API and its overall reliability that has made Axis cameras Captivaction's primary choice in its global operations covering also timelapse, webcams and remote surveillance.

As Paul further points out: "One of the key points about this application is the convergence of IP-based cameras and broadcast – something that's happening across the board in the broadcast industry because of the features and flexibility it offers, particularly over wireless networks."

"We know Axis products offer superior results and function with such coherence within The CaptivEYE ecosystem. The combination of the two has been a fantastic result for Channel 7 Sydeny: meeting and exceeding their requirements at a price that offers excellent value to their daily operations."

"This deployment also demonstrates how Axis cameras can be used in ways they weren't necessarily designed for, but happen to do them rather well. And it's this movement into new markets outside of Axis' general scope which offers great potential. For the most part, our use of Axis products revolves around this very premise: remote vision solutions well beyond just security and surveillance, with almost all operating via cellular networks."

"We know Axis products offer superior results and function with such coherence within The CaptivEYE ecosystem. The combination of the two has been a fantastic result for Channel 7 Sydney: meeting and exceeding their requirements at a price that offers excellent value to their daily operations," says Paul Carter, Director of Captivaction.