

ReadyCam® HD TV Studio

Raise brand awareness with live TV interviews done on campus



The VideoLink ReadyCam on-site HD television studio lets you access virtually any TV network in the world for live or pre-recorded interviews without leaving the campus. It's also the simplest solution for quick-turnaround video content creation such as executive communications, Facebook Live broadcasts, video news releases, internal training, webcasts and more.

ReadyCam studios are configured for live TV interviews and require no technical support on site. Engineers at VideoLink ReadyCam Operations Centers nationwide operate the system by remote control – usually at no additional cost to you. ReadyCams make producing all kinds of video easy and inexpensive. You can use the optional digital recorder and browser-based controls to create quality videos. And when you need help, VideoLink is always on stand-by to run your studio and quickly deliver an edited video.

FEATURES

- Fully integrated solution
- TV shots controlled by VideoLink
- 24/7/365 support
- Browser-based control
- Connect live to your favorite streaming platform

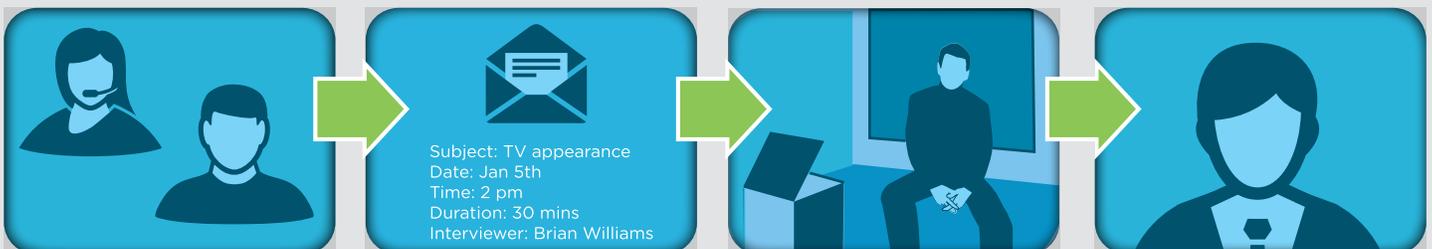
BENEFITS

- Convenience
- Quick access to all TV networks
- No additional staff needed
- On-demand video and webcasting
- VideoLink is an extension to your staff

CLIENTS (Representative List)

- Six Ivy League schools
- Georgetown
- University of Georgia
- University of Virginia
- Bowdoin College
- University of Texas
- Tufts University

HOW A LIVE TELEVISION APPEARANCE WORKS:



A producer/booker from a TV network arranges an interview with a Guest from your organization.

The network calls the 24-hour ReadyCam Operations Center and coordinates pre-shot technical details. VideoLink sends an email confirmation to the end-user.

Guest arrives at the ReadyCam studio 20 minutes prior to interview and prepares for the shot.

Interview goes live. No additional technical staff required.

ReadyCam Studio Benefits



LIVE TV. Accept live TV interview requests and appear on TV without leaving the office or disrupting schedules. It is the preferred in-house TV studio of global broadcast and cable networks.



WEB VIDEOS. Create great-looking content easily. The ReadyCam is ideal for recording one-to-one interviews, faculty or student profiles, and video messages.



LIVE WEBCASTS. Connect with global audiences on specific topics. The ReadyCam simplifies the process of broadcasting to popular streaming services like Facebook Live, YouTube Live, Qumu, ON24, and Talkpoint.



HD VIDEO CONFERENCING. Connect with colleagues via video conference directly via optional customized hardware or as an occasional use service provided by VideoLink that will integrate with your existing video conferencing infrastructure.



INSTITUTIONAL COMMUNICATIONS. Do more with a smaller staff. ReadyCams offer faster turn-around times for video production enabling you to share vital content with internal and external audiences. Having an on-site studio lets you manage production costs by eliminating extra expenses such as shipping and travel.

ReadyCams are used by major universities, colleges, and medical centers nationwide. The reliable ReadyCam system empowers communicators with the tools to create video messaging efficiently and economically.

For more information, call VideoLink at 617-340-4200 or email us at marketing@videolinktv.com

