

PRODUCTION WORKFLOW

Sales Training :: ROSSLive | Spring 2020

April 2020

SPEAKERS & AGENDA

15
mins



Lightning & PowerPlay

Amanda Holtstrom
Product Manager
DashBoard, Lightning & PowerPlay

25
mins



Inception

Jenn Jarvis
Product Manager
Inception

40
mins



Streamline & News Video Suite

Christopher Kelly
Product Manager
Streamline, News Video Suite

1h 10
mins



OverDrive & Remote Production

Mike Paquin
Product Manager
OverDrive

LIGHTNING CONTROL SYSTEM

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Amanda Holtstrom
April 2020

WHO NEEDS LIGHTNING?

Problem:

An organization wants to broadcast the events of a fixed location with minimally trained staff.

Outcome:

Once commissioned, Lightning Control System provides a simple control experience for live events.



Lightning Control System v6.2.1



Sandra, City Clerk

55 yrs | Production User

Sandra runs the broadcast of the county legislature meetings. She's approaching retirement and has enjoyed a career serving the public and following the rules.



Linda, Volunteer

65 yrs | Production User

Linda volunteers on a rotating basis to run the production of her Baptist church's production of Sunday service. She's keen on learning and loves the excitement of running a show.



Mike, A/V Specialist

42 years | Config User

Mike configures LCS as part of his role solving the technical problems that his facility encounters. He's energetic, an avid problem solver, persistent and committed to ensuring things run smoothly.

THREE COMMON PACKAGES

MODERN

- Carbonite Solo frame only (6 SDI, 3 HDMI inputs)
- XPression LiveCG
- PIVOTCam (x4)
- Computer running Lightning software
- ViewControl monitor

[Read more](#)

FAST

- Carbonite Black frame only (18 SDI inputs)
- XPression Prime single channel
- PIVOTCam (x4)
- Computer running Lightning software
- ViewControl monitor
- Robotics joystick

[Read](#)

[more](#)

POWERFUL

- Carbonite Black 2ME frame (24 SDI inputs)
- Carbonite Black panel
- XPression Studio dual channel
- CamBot robotics camera head (x4) & ACIDCam cameras with lens (x4)
- Computer running Lightning software

[Read more](#)

PRODUCT UPDATES AND PRICING

- **Dec 2019** release improved stability and performance
- **Spring 2020** release will provide Aura-enabled user experience

Pricing varies based on choice of switcher, number of cameras and additional gear.

- **Product code: DB-LCS-001**



Proposed design for Lightning's Spring release

POWERPLAY

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Amanda Holtstrom

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WHO NEEDS POWERPLAY?

Problem:

A facility needs to trigger production events with no operator present.

Outcome:

After PowerPlay's scheduler is populated, it automatically triggers changes to integrated devices.



PowerPlay v2.0.0

WHY DOES POWERPLAY MATTER RIGHT NOW?

- Large facilities sit at the center of community identity. They're physical representations of the spirits of the communities they serve.
- Many facilities are sitting empty and an opportunity exists for all Ross customers to schedule events that rally their community's spirit.

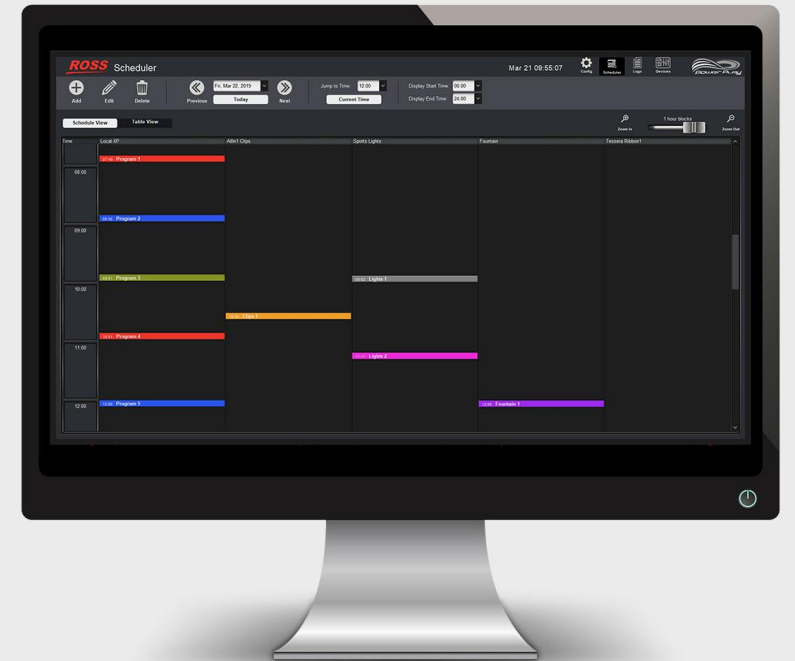


PRODUCT PRICING AND UPDATES

Customers with existing installations can add PowerPlay for \$7500 plus commissioning services.

Product code: PWRP-SW-BASE

- **Spring 2020** release will provide Aura-enabled user experience



PowerPlay v 2.0.0

BONUS! UPDATE ON DASHBOARD 9.0

- Launched April 2nd
- Web traffic
- DashBoard downloads
- Webinar attendance
- Target outcomes
 - Training Requests
 - Rocket Surgery service requests



NEXT UP: INCEPTION

With Jenn Jarvis