



CASE STUDY

Revitalizing VidCon: Panasonic Connect's AV Solutions Take Center Stage

At VidCon 2024, one of the largest and most anticipated conferences for digital creators and fans, Panasonic Connect brought innovative AV technology to the forefront. Using Panasonic's PTZ cameras and advanced MPS software, [Evolve Technology](#) and AV Concepts transformed eight breakout rooms into dynamic stages where speakers could interact naturally with their audiences. This seamless integration of technology ensured that every movement and moment was captured in high-quality video, redefining the possibilities of video production across multiple rooms and engaging attendees like never before.

OVERVIEW

VidCon, held annually at the Anaheim Convention Center, is a premier event for fans, creators, and digital culture enthusiasts. This year, with 55,000 attendees, the event needed innovative AV solutions to ensure a seamless and engaging experience for all participants. Utilizing Panasonic Connect's advanced [PTZ cameras](#) and [Media Production Suite \(MPS\)](#) software, rental company Evolve Technology partnered with AV Concepts, the main production company for VidCon, to deliver high-quality video that captured the speakers' every move without the need for multiple camera operators.



THE CHALLENGE

VidCon's dynamic environment, with multiple sessions, panels, and Q&A opportunities, required a robust and flexible AV setup. [AV Concepts](#) was tasked with capturing engaging, high-quality video content across eight breakout rooms with only two camera operators, while also allowing speakers the freedom to move and interact naturally with the audience.

AV Concepts had to deliver engaging recordings for each room the system was deployed, and VidCon producers did not want locked-down, wide shots of each stage. They wanted dynamic close-ups that would provide valuable content for speakers and creators to use on social media and for future content creation. AV Concepts partnered with Evolve Technology to develop a sophisticated solution that could ensure dynamic and high-quality video capture without compromising on speaker mobility and audience interaction.



THE SOLUTION

Evolve deployed Panasonic Connect's [AW-UE150](#) and [AW-UE160](#) PTZ cameras across multiple rooms and floors of the Anaheim Convention Center. Each room featured an unmanned PTZ camera pointed at the stage, utilizing Panasonic's auto-tracking software to provide close-up shots and follow speakers seamlessly. This allowed speakers to fully engage with the audience without being confined to a podium.

The central tech room, located on the third floor, housed four Universal Media Servers (UMS) running the latest version of Panasonic's MPS software. This setup enabled just two operators to manage all camera feeds. The operators monitored the status of the auto-tracking, manually took over cameras when necessary, re-framed shots, and engaged or disengaged the auto-tracking capabilities as needed. Each operator had a [Panasonic RP150 controller](#) to help navigate the cameras.

To connect the remote PTZ cameras with the main control hub, Evolve worked with the in-house IT department to create a VLAN that bridged all remote rooms with the main tech room. This setup allowed for efficient and centralized control, ensuring that the high-quality video was captured without the need for multiple operators in each room.



THE RESULTS

The deployment of Panasonic Connect's advanced technology at VidCon 2024 significantly enhanced the event's overall experience. The auto-tracking feature of the PTZ cameras ensured dynamic and engaging video that gave VidCon participants the freedom to move around as they pleased. "The MPS software allowed the speakers to interact more directly with the audience while ensuring that all movements were captured on camera," said Kevin Ring, National Director of Technology for Evolve Technology. "We even had a few speakers leave the stage and roam the room, and the auto-tracking followed them with no issues."

The MPS workflow also improved operational efficiency by enabling two operators to manage all AV aspects, including video switching, audio, lighting, triggering records, slide advancement, and more. Ring explained, "The MPS workflow alleviated the burden of managing the camera setup for this operator. With MPS, the camera actions are automated, allowing the operator to focus on their other tasks and give their attention more fully to their client and their customer."



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The MPS software's ease of use was another key benefit for Ring. With multiple softwares and workflows combined into one user-friendly and dynamic GUI, all aspects of setting up a PTZ — including searching the network and finding the IP addresses of the cameras — were executable in MPS. "The MPS interface truly is the 'one-stop shop' solution for everything needed to configure a fleet of PTZ cameras across a network," Ring said.

CONCLUSION

Panasonic Connect's PTZ cameras and MPS software delivered a winning formula for Evolve Technology. The innovative technology streamlined production, minimized crew size, and captured high-quality close-up shots, all while empowering speakers to connect with their audiences freely. This powerful combination not only reduced costs but also transformed the attendee experience, fostering a more dynamic and engaging event. "Evolve's goal was to ensure that the entire process, from setup to operation, was reliable, intuitive, and a true time and cost saver," Ring said. "I can confidently say that we achieved this and more at VidCon 2024."