

## **TELEVISION STUDIO PRODUCTION SETUP**

A television product studio setup is critical to creating high-quality video content for your business or organization. Whether you're producing commercials, product demonstrations, or other types of video content, a well-designed studio can help ensure that your videos look professional and polished.



When setting up a television product studio, there are several key elements that you'll need to consider. First, you'll need to choose a location for your studio.

Ideally, this should be a space that is large enough to accommodate all of your equipment and personnel, and that is well-lit and free of background noise. Some businesses choose to set up their studio in a dedicated room or building, while others opt to convert a spare room or basement into a studio space.

### **Acoustic Treatment**

Acoustic treatment is the process of improving the acoustic properties of a room for recording or mixing music. The goal of acoustic treatment is to make your environment sound more neutral and sonically pleasing with controlled ambiance and predictable qualities for recording. Acoustic treatment is done by mounting absorption or diffusion devices in areas where problematic reflections occur.



## EQUIPMENT

Once you've chosen a location for your studio, you'll need to invest in the right equipment. This will typically include things like cameras, lighting, sound equipment, CG, and editing software. When selecting your equipment, it's important to choose high-quality items that will help you create professional-looking videos. You should also make sure that the equipment you choose is compatible with the other components of your studio setup.



Camera.



Camera Control Unit(CCU) & Remote



Pedestal.



Video Switcher (Mixer)

Another important aspect of a television product studio setup is the lighting. Proper lighting is essential for creating high-quality videos, and it can be achieved by using a combination of natural light, artificial light, and reflectors. You'll need to experiment with different lighting setups to find the one that works best for your studio.



Digital Audio Mixer.



Lapel Microphone



Professional Video Monitor.



Wireless Lapel Microphone





Wireless

Handheld Microphone (Camera mount).

Lapel Microphone

In addition to the equipment and lighting, you'll also need to consider the sound quality of your studio. This includes the acoustics of the room, as well as the sound equipment that you'll be using. You'll need a good quality microphone, as well as a sound mixer and other equipment to help you capture and edit the sound for your videos.



Handheld Cordless Microphones



Audio Monitors



Headset for Cameraman



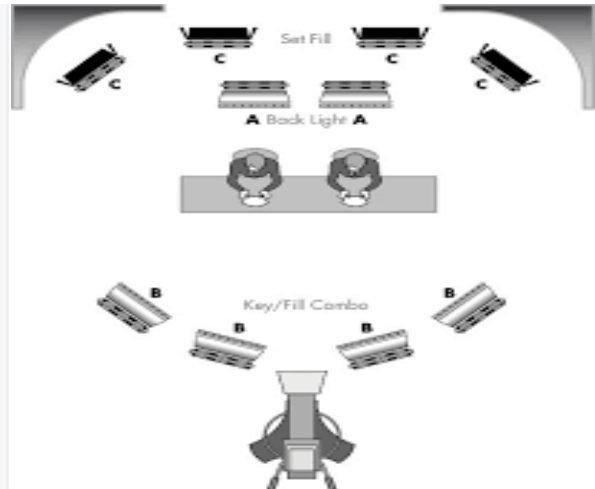
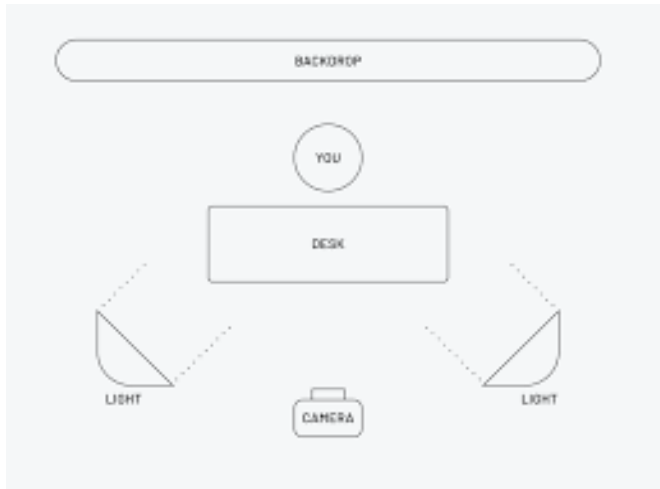
Video Monitor



Two-Way Radio for Communication



Led Light Bi-Color or RGB with Barndoors



### The Three Basic Positions

There are three basic positions of light: front light, side light, and backlight. Front Light is also described as on-axis light. It's directly in line with the lens. Since there is the same amount of light falling from the left and right of the scene this light is very even.

The three directions have a different effect on how three-dimensional your subject appears to be due to the shadows being cast.



Lighting Console (Dimming console)

## Editing

Adobe  
Premiere Pro

DOWNLOAD ONLY

Pr

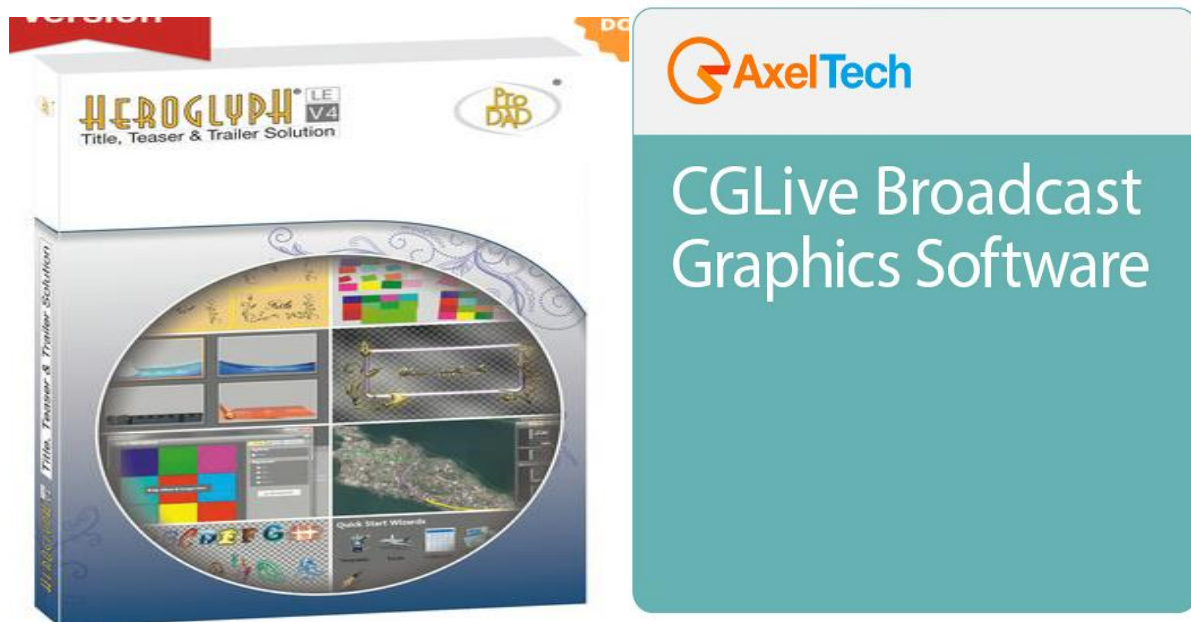
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When it comes to editing your videos, you'll need to invest in good video editing software (Adobe Premiere Pro). This will allow you to edit your footage and add special effects, transitions, and other elements to make your videos look more polished and professional.

### **Character Generator (CG)**

A character generator adds characters or animated text to video in video-editing applications. A character generator can be hardware or software-based. Character generators are largely used during the broadcast of live television presentations or events.



Character Generator Software



Character Generator (CG)

### **Backdrop And Property (Props)**

Finally, you'll need to consider the overall aesthetic of your studio. This includes things like the background, props, and wardrobe that you'll be using in your videos. You'll want to create a consistent look and feel across all of your videos making your brand easily recognizable to your viewers.





## **Green Screen**

Shooting with a green screen involves filming a person or adding visual effects in front of a solid color. Then, by digitally removing or “keying out” that color, you can drop that scene onto the background of your choice in post-production. Removing the colored background is also referred to as “chroma keying.”

## **Teleprompter**



A device used to project a speaker's script onto a transparent panel in front of a television camera lens in such a way that the text remains hidden from the camera.

## Video Wall TV







A video wall is a special multi-monitor setup that consists of multiple computer monitors, video projectors, or television sets tiled together contiguously or overlapped in order to form one large screen.



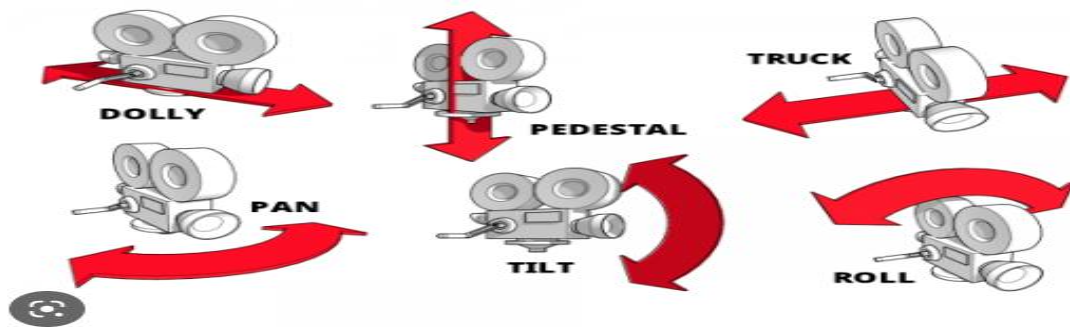
### **Interactive Touch Screen**

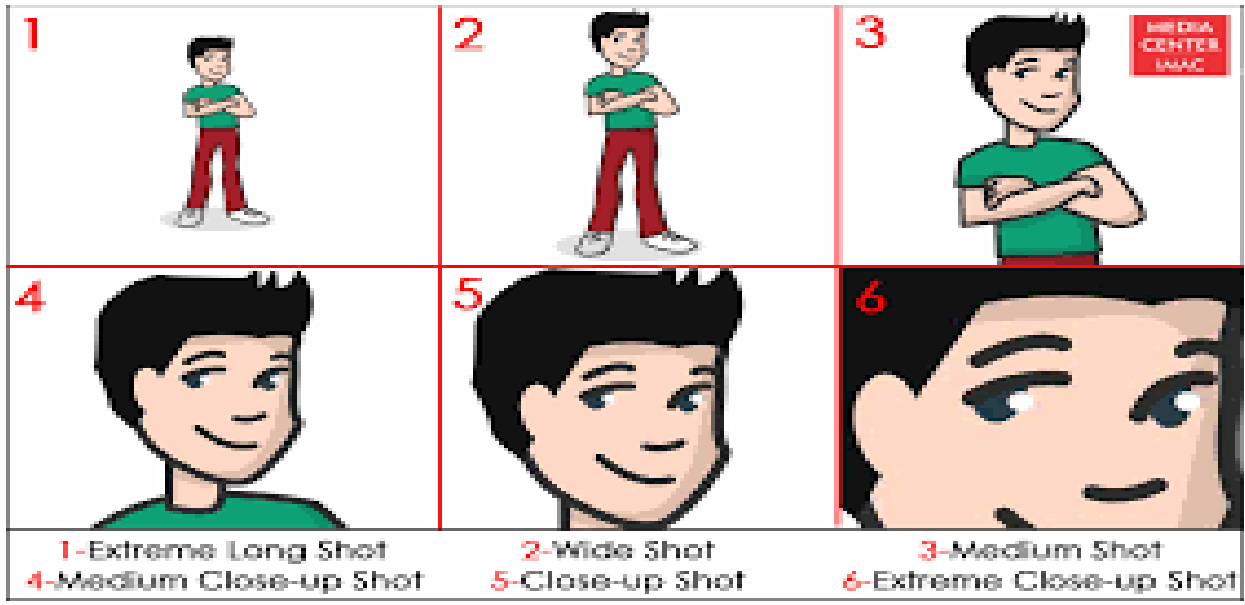
A touch screen TV is a television that allows the user to interact with the TV using a touch screen. This is a new technology that is becoming increasingly popular, as it allows for a more interactive and user-friendly experience.

There are many benefits of touchscreen TVs. One benefit is that it makes navigating through menus and selecting options easier. Touch screen TVs also

offer a more immersive experience, as you can interact with the TV directly. Additionally, touchscreen TVs are more energy efficient as they do not require a remote control. Some touchscreen TVs also come with built-in cameras, which can be used for video calling or taking pictures. Additionally, many touchscreen TVs come with apps that can be downloaded, which offer a variety of features and functions.

## Operations

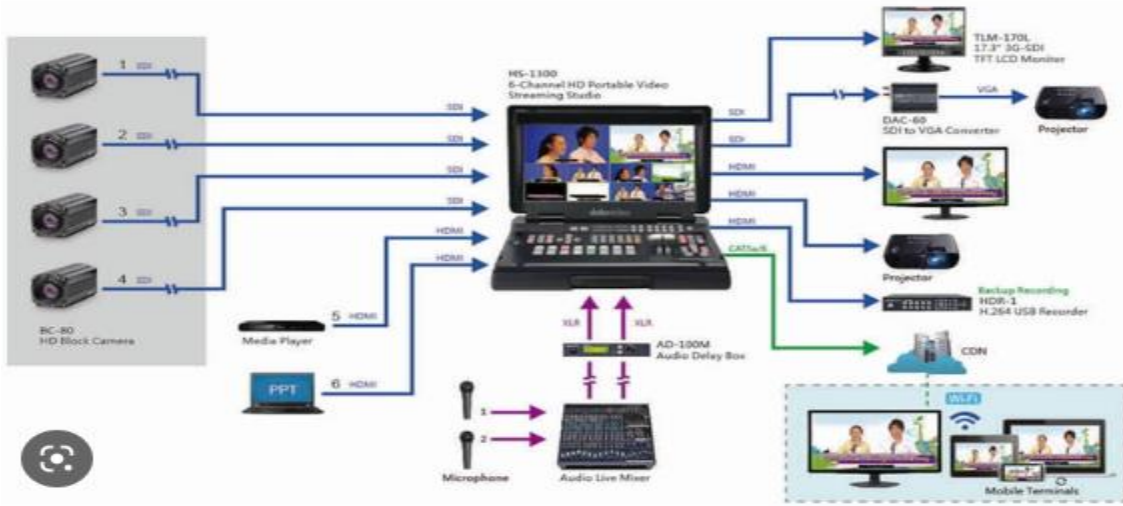




Sound

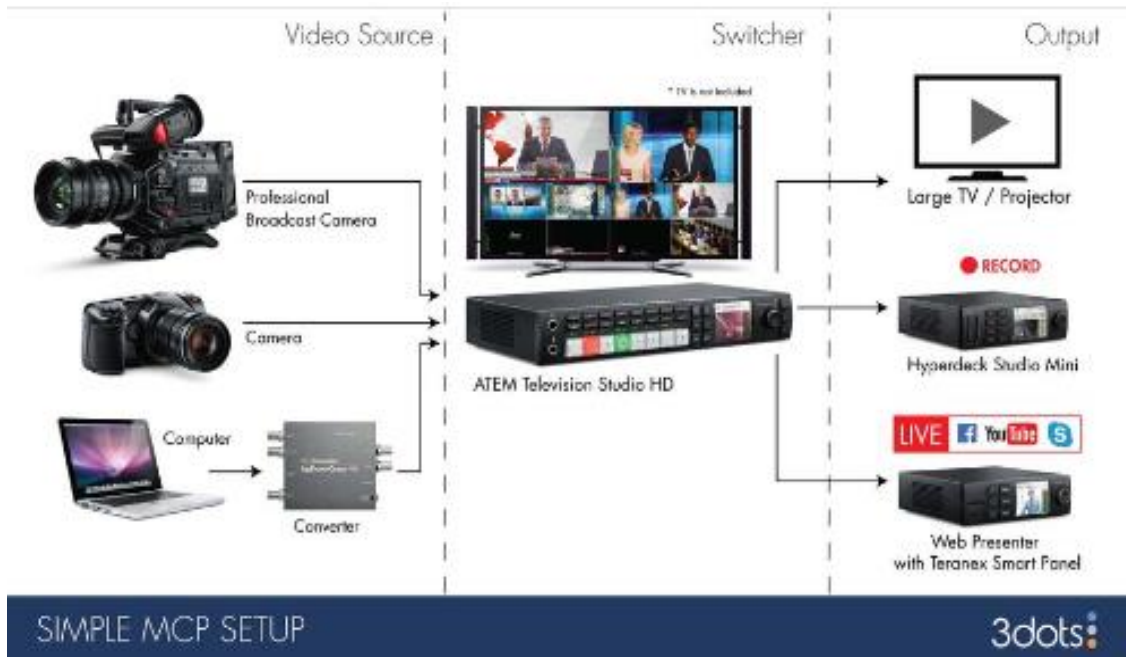


# Setups

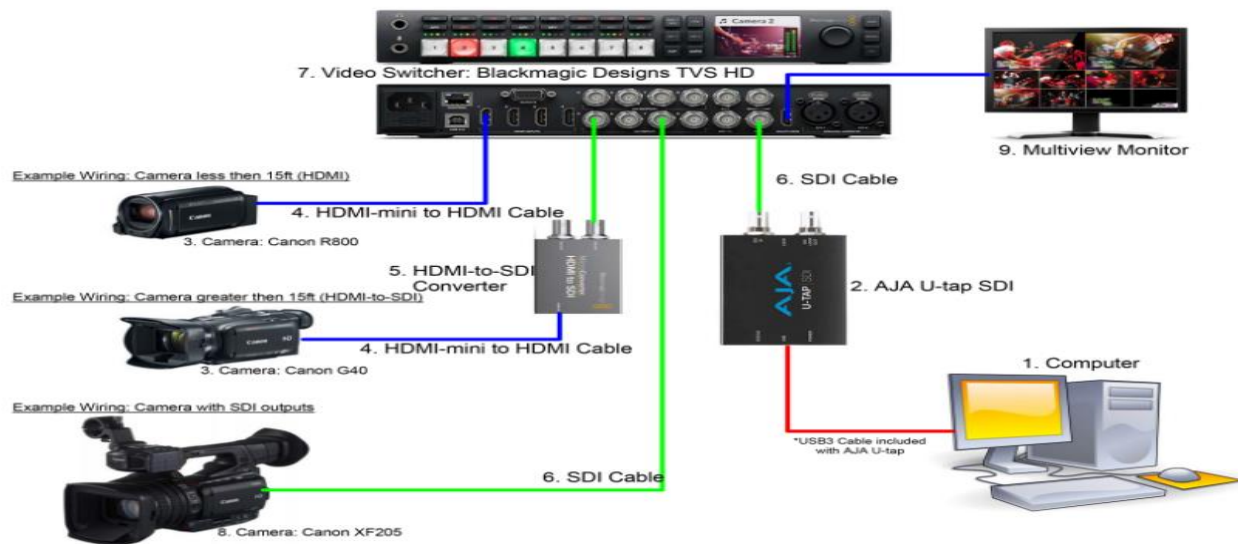


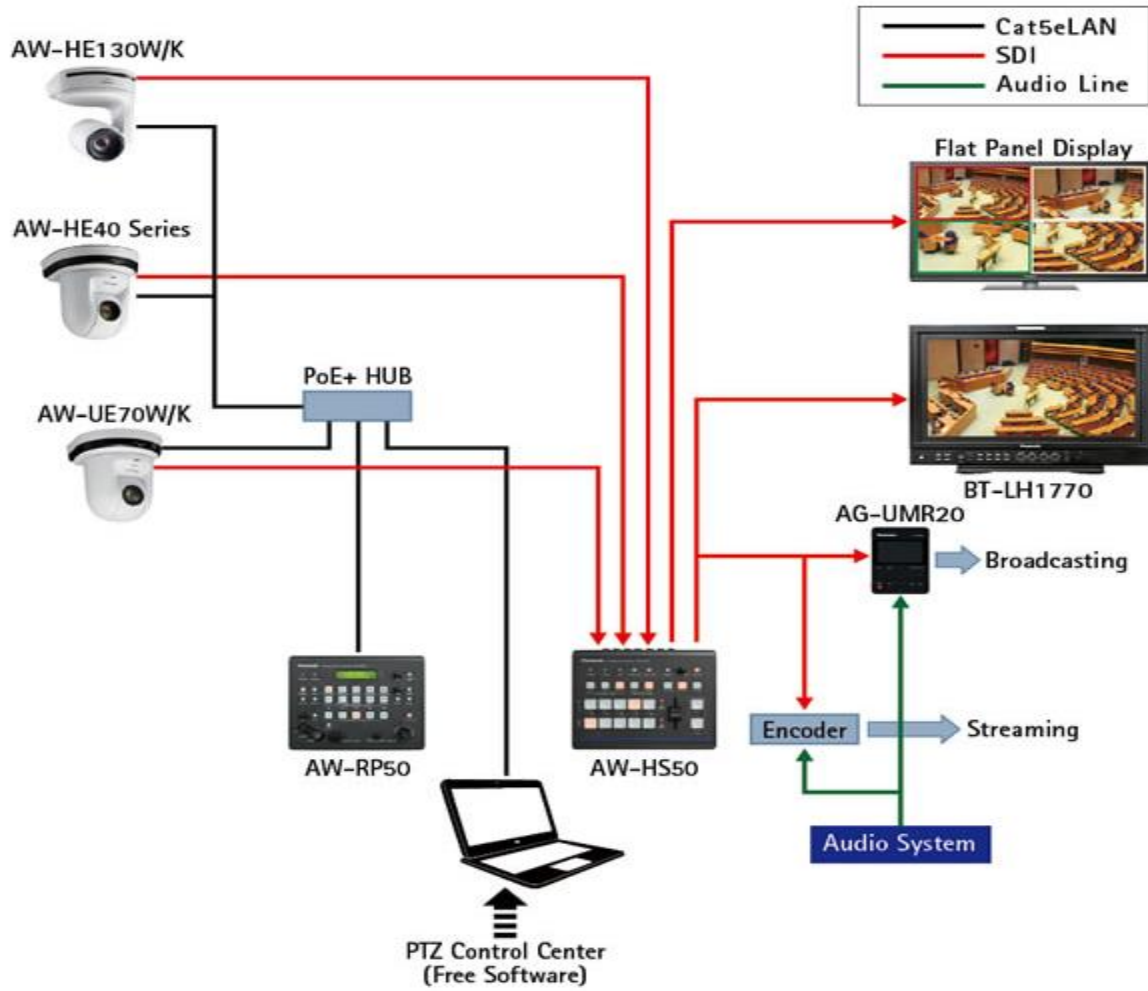
TV Channel with small studio – cost effective turnkey solution  
In SD, HD and even in UHD 4K





### C - MULTI-CAMERA LIVE STREAM





## Cables & Connectors



Video Triax Camera Cable



XLR to XLR Cables



Stereo Phone to Stereo Phone (TRS) Cables



Phone to Phone (1/4") Cables



1/4" Phone (TRS) to XLR Cables



Phone (1/4") to XLR Cables



Phone (1/4") to RCA Cables



BNC to BNC Cables



BNC to RCA Cables



HDMI Cables



RCA to RCA Cables (Component)



S-Video Cables



RCA to RCA Cables (Composite)

## Telephone Hybrid

A telephone hybrid is the component at the ends of a subscriber line of the public switched telephone network (PSTN) that converts between two-wire and four-wire forms of bidirectional audio paths. When used in broadcast facilities to enable the



airing of telephone callers, the broadcast-quality telephone hybrid is known as a broadcast telephone hybrid or telephone balance unit.

## Conclusion

Overall, a television product studio setup is a critical component of creating high-quality video content for your business or organization. With the right equipment, lighting, and editing software, as well as a well-designed studio space, you'll be able to produce professional-looking videos that will help you promote your brand and increase your sales.

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