

## COMPANY NAME



## COMPANY REPRESENTATIVE

Jong-yeol Kim

## NATION

South Korea



## BACKGROUND

### Please provide a short overview of your company and industry

A specialty company producing a wide-viewing-angle panorama video contents with 12K x 2K (11,520 x 2,160). The company provides 5G sports relay taking advantage of the 5/AI object tracking solution. It also provides film contents of sports, K-POP non-face-to-face XR using the cinematics technology "WIDE VIEW".

### How long have you been using LUMIX?

Ever since the BGH1 was released.

## WHAT WERE YOUR REQUIREMENTS?

### What were your reasons behind looking for an imaging solution? / What challenges were you looking to solve?

We had been looking for a box-style camera that provides live-stitched high quality image (4K or more) and Genlock function available at a reasonable price. Genlock and operational stability for long-time recording were essential requirements.

### What were the non-negotiable needs/criteria you had when looking for an imaging solution?

Dynamic range.

### What solutions did you try before you came to LUMIX?

System cameras normally used on relay van or in studios.

### What materials did you read or watch, or who did you speak to that influenced your decision to use LUMIX?

I have often read reviews on Panasonic products written by Yeong-cheol Kim (film director)

## WHAT HELPED YOU MAKE YOUR DECISION?

### How were you convinced to make a change?

Safety and convenience of a multi camera.

### What sealed the deal for you when you choose to work with LUMIX?

5G sports relay, YouTube, 8K Wide View Korea for DIKE TV

## HOW DOES LUMIX HELP?

### What LUMIX product/s are you now using?

BGH1

### What did LUMIX replace in your current work process?

13 stops of dynamic range and compact, rugged design

### What tasks did LUMIX simplify for you? / What LUMIX features make the product particularly suitable for you?

LUMIX Tether for Multicam and remote control

## HOW DID YOU IMPLEMENT LUMIX INTO YOUR WORKFLOW?

### Did you face any difficulties in the transition to using LUMIX?

We expect further expansion of Micro Four Thirds lens lineup.

## HOW DID IT HELP?

### What positive results have you seen from using LUMIX?

It was possible to reduce costs by not choosing an expensive camera for live broadcasting. Compact size and stable operation thanks to the heat dispersion are really appreciated on site.

