

Panasonic
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ASSOCIATED PRESS SELECT PANASONIC BROADCAST SOLUTION FROM TOP-TEKS

**FAST, FLEXIBLE, POWERFUL P2 HD WORKFLOW FOR GLOBAL
NEWS**



The Associated Press (AP), one of the largest and most trusted sources of independent news gathering and reporting, has selected a full Panasonic P2 broadcast solution supplied by Top-Teks to deliver the steady stream of news coverage to its members, commercial customers and global subscribers.

AP is responsible for delivering unbiased news from every corner of the world to all media platforms and formats at a rapid pace. To meet the incredibly varied demands of capturing and producing broadcast news, in a variety of formats and, make sure it is always delivered on time, means the operation must deploy robust equipment and a fast, flexible and integrated HD workflow.

The move to Panasonic started when AP invited manufacturers to put forward recommended equipment to support their HD requirements. After this initial phase, Panasonic equipment was shortlisted with the next phase to supply a fuller 'family of P2 solutions' for an extended trial to identify the right products. Panasonic prides itself in offering great customer care and for this reason the company had partnered with Top-Teks, a leading supplier of broadcast equipment, service and support in the UK. With speed of service as an AP priority, open communication was also essential to ensure the longevity of the affiliation. Dave Hoad, Director of Video Technology at AP explained what was expected from this communication; "We look forward to a continued relationship where we can work with Panasonic to ensure our requirements are met in the ongoing product development".

Panasonic is very well known for its customer engagement and for open communication with the supply chain and key partners to gain direct customer feedback to aid the R&D and design processes. Top-Teks' Sales Director, Mike Thomas explained;

"At Top-Teks we have been successful in winning and maintaining many contracts to supply the main broadcasters in the UK and throughout the world. Our benchmark engineering facility and showroom based in London, enables us to obtain feedback from our customers which in turn we pass on to the manufacturer, in this case Panasonic. We can then add further value to our customer proposition which was and always will be essential for the Associated Press contract."

As a result of the trial and final selection, today AP are using a fleet of Panasonic AJ-HPX2100; HPX3100; HPX301; HPX371; HPX171 and HPX250 broadcast cameras and have been continuously positive about the results of the roll out so far. Dave Hoad commented; "Panasonic have listened to the industry feedback and have made helpful changes in the product cycle development". Associated Press were particularly enthusiastic about their experience with workhorse AG-HPX3100 because of its lightweight body design which enables greater stability and mobility, vital for field-based camera teams. AP also highlighted their requirement for an advanced video codec that offered the best balance of sharp HD image reproduction and rapid production capability which is a capability of the 171, a camera that features AVC-Intra production quality in a light and wieldy handheld unit.

2012 was a year when more than two and a half thousand professional Panasonic cameras were supplied for the Olympic Games with many of those cameras for applications in broadcasting. In the same year Top-Teks introduced the Associated Press' Panasonic P2 broadcast workflow and camera solutions with speed and flexibility important in similarly fast paced applications. AP's new production workflow, now with fewer steps, has also made significant cost reduction impacts as production teams can operate with less complexity; "There is a good, straightforward workflow from camera to laptop to transmission, which other products don't allow as smoothly. The ability to plug-in and write directly to a USB device eliminates unnecessary post-production stages and the need to lug additional equipment such as a laptop around. It saves time, money and visits to the chiropractor!" Hoad concluded.



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