NewTek™

M$NEY MAKERS

Making Money with IsoCorder™

With the Moneymakers series, we show you how you can tap into individual leading−edge capabilities in our TriCaster and 3Play products to make more revenue from your productions, save money with innovative uses of our specific features, and maximize your investment in equipment, personnel, and resources and be more productive with less.

MAKE MONEY $ **SAVE MONEY**   **MAXIMIZE MONEY**

IN THIS ISSUE

If content is king, then capturing it from every angle gives you the key to the whole kingdom. That's the thinking behind IsoCorder™, NewTek's groundbreaking video recording technology that's integrated within the next−generation platform of TriCaster 455, 855 and 8000 multi−camera production systems and 3Play multi−camera replay servers.

Handling the continuous background recording of each clean, isolated camera feed, even while the operator is switching and adding effects to the live program, IsoCorder provides the equivalent of racks of recording hardware but without any of the additional footprint—or investment.

When you introduce IsoCorder into your workflow, you open up new paths to more−profitable live production and post−production models. Here's how you can use it to make, save, and maximize on your productions.

Finish a Project 10x, 20x, even 30x Faster

Lots of projects aren't delivered live. Use TriCaster to produce shows in real time, performing live editing and adding effects, transitions, supporting media, additional live sources, titles, graphics, and animations all in real time.

A complete rough cut of a one−hour program, done in an hour. And with IsoCorder captures of all the angles with time code, you have what you need to finish the project immediately on any NLE in its native file format. No ingesting all those hours of footage, no transcoding, and no sitting through long shot−selection sessions. Tear through big projects, turn them around faster and land more of them—with less effort.

Fix it Faster in Post

When you go live, anything can happen. The director takes a bad angle. Talent has a slip of the tongue. A segment runs long. With IsoCorder, you have the capability to erase these mistakes and create a pristine master copy of your live show for playback and distribution. Recording all of your camera angles with timecode, you can cover poor shots, trim problem sequences and omit errors with lightning speed and pinpoint accuracy. Like it never happened.

ON AIR

Multi–point Distribution

Introduce interactivity and gain viewer engagement by having fans submit their clips to you in advance. Any drive on the same network can host media sources that you can bring into the system to play back live. The DDR plays back any video format—and now you have a new segment to offer your sponsors.

Redundant recording

You can never be too safe when you only have one chance to get it right. IsoCorder allows you to double–down on your program recordings, without adding any extra hardware or storage media to the mix. And with the ability to duplicate recordings across any of the available media drives, you can easily retain a copy of the content on one drive, while handing off another to your post–production team for immediate action.

Alternative postproduction edits

If the focus of your show changes or your first cut doesn't meet with approval, IsoCorder can be crucial to keeping your project afloat. With all of the camera angles and content at your disposal, you can create an all–new cut from scratch. Pick and choose your shots. Edit out unnecessary interviews or cutaways. Emphasize the strengths of your program and hide the weaknesses. IsoCorder lets you go back to the drawing board to put your best show forward.

Asset gathering

Just because you take your best shot live doesn't mean that your other angles don't deserve to be seen. Record alternate angles or secondary locations and have fresh content for bumpers, filler for breaks in the action, or simply another view of the best moments. IsoCorder lets you continue recording your main program feed, while capturing the best of everything else your show has to offer, no matter where you choose to use it.

Reuse

If you often go to the vault, reusing video over and again, you know how important the original source footage can be. But you also know how seeing the same file footage over and over makes viewers wish for a fresher flavor. With IsoCorder, you can archive the source footage from every show and keep a clean copy of every angle, ensuring that you don't have to doctor shots to make them usable. Not only will it save your team valuable time in the editing suite, you'll have more and better options for making all your projects pop.

Repurpose

The unused footage ISO–recorded from producing a single live program can result in enough content to feed a whole series of related shows. Almost everyone has seen sports highlights shows, when commentators in a studio replay footage from the previously produced game and analyze it play by play. Having all that footage, from multiple angles and perspectives, can help you create entirely new programming, whether sports, news, educational, entertainment, or business. All you need is a rich library of recorded content, a studio (even one of TriCaster's virtual ones) and your imagination to develop the common themes that make those clips pull together into a show.

Rebrand (makes/maximizes)

Think about your viewers. If you cater to multiple audiences, and they each have a unique style, consider a different look when you're trying to reach each one. The same content could be valuable to them all—educational, informational, instructive, or entertaining—but if it's dressed up with a different look, it may resonate with their unique perspectives. Produce the original program, and then use the clean, ISO–captured recordings to switch a second showing with different transitions, graphics templates, and virtual sets, even new sponsors. Your production budget will thank you—and your viewers will connect with the message that was created just for them.

6 STEPS TO MAKE, SAVE AND MAXIMIZE WITH ISOCORDER

1. Click the configure gear.
2. Enter a base name for recordings.
3. Choose the capture source, encoding format, and destination drive.
4. Add any additional recordings.
5. Close the configuration panel.
6. Activate Record.

TIP: *You can also choose to record the complete program. Just assign one of the recordings to the program instead of a camera.*