netbriefings

WEB COMMUNICATION EXPERTS

Site Logistics

This document is intended to identify and to encourage logistics planning for on-site presentations. The target audience is AV and/or computer network knowledgeable personnel at the site.

Audio

- We recommend you provide a proper audio feed from a professional audio mixer. Typical connections are XLR, for camera inputs and RCA at line level signal, for the Remote Meeting Unit (RMU). If the presentation is being recorded and an RMU will be used, both XLR and RCA connections are required.

- Ensure all the in-house microphones have similar audio levels as output from the audio mixer.

- Audio feeds should be tested with the camera at least two hours before the event.

Video

- Normally the video should be shot from the right rear of the room with enhanced elevation. You want to shoot over the heads of the audience, preferably well over their heads.

- Two cameras with switcher are recommended to accommodate room shots, single presenter, panel presentations and live audience Q/A.

- The video image normally should be upper torso of the presenter. When presenters move around during their presentation, the video perspective will need to be wider. This results in the presenter being a smaller portion of the video image which is less desirable for an Internet broadcast.

Lighting

- Lighting should be suitable for a typical camera shot. The presenter should be in direct light. Room lighting will not be sufficient for a good video image.

- Drape should be up lighted and presenter rim lit.

- If on-site projection is used, the additional lighting should not interfere with the projected on screen image.

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Signal Acquisition

We recommend either RMU or onsite encoding for live video events.

- **RMU**

  - Plan for a three to four week lead time (varies) to ensure installation of ISDN lines. This will require assistance by customer's staff to identify cabling locations and provide access to demarcation locations. This is required for Live events using the RMU. We recommend that these should be installed at the rear right side of the room.

  - Some hotels and convention centers may have pre-installed ISDN lines which provide the customer with a quicker turn around.

  - A few days prior to the scheduled presentation, it will be necessary to have access to the ISDN lines for communications testing.

- **Onsite Encoding**

  It will be necessary to have access to the Internet with sufficient guaranteed bandwidth to support the encoded signal and additional production overhead. The required bandwidth is calculated by adding:

  - the variable bit rates of the encoding

  - an additional 50% for overhead

  - 100K for production features such as "slide pushing", audience polling and messages to presenter.

- **Firewall requirements**

  The firewall requirements for Presenter/Encoding computer stations are:

  - Static IP address for the Windows Media Encoder™.

  - Port 15051 open from the encoding machine to the server.

  - Port 15051 open from the "slide push" machine to the server is recommended.

  - Port 8080 from the server to the encoding machine for Windows Media Encoder™.

  - Port 1770 open from the client machine to the server for the Power Point Upload process.

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Internet / Slides

- For a live presentation that includes slides and/or presenter messaging, one or two active PCs will be needed. The PCs will need to have access to the Internet via LAN and be located in the presentation room near the camera location.

- If the presentation is not live, the slide timings should be captured. This may be done by writing the time each slide is displayed during the on-site presentation, next to thumb nail printouts of the slides. Provide Netbriefings with the time interval in seconds.

Staging/Setting

- A podium should be provided and positioned in front of the presenters. If presenters need to move around, they can be equipped with portable microphones. Note that this often necessitates a wider video perspective, which is not as appropriate for an Internet broadcast, as mentioned previously.

- Whenever possible, on-site projection should be to the left of the speaker or the right of the audience.

- Whenever possible the podium should be placed upon a stage with gray pipe and drape.

- Whenever possible there should be a small stage for the camera in the rear right of the room.