

When Do-It-Yourself Isn't Always Doing-It-Smart: Why a Custom-Built AV Solution Is Not Always the Best Choice

Piecing together your own solution to meet a technology need isn't always a bad idea. When you can't find the right product or you have a limited budget, channeling your inner MacGyver can help you pull off the seemingly impossible. But there are some situations where it's best to put the duct tape and extra cables away and consider a purpose-built solution.

This article discusses the merits of custom-built versus purpose-built solutions used to stream or record live events.

When Custom-Build Solutions Create More Headache than Savings

Creating your own audio video (AV) solution for streaming events might get the job done, but with a lot of different pieces of equipment, cables, and headaches.

Here's an example of what we mean:

Imagine the CEO of your company has arrived to do a training at corporate headquarters. The event will be streamed live to six other locations across the country, where 200 additional employees will be watching.

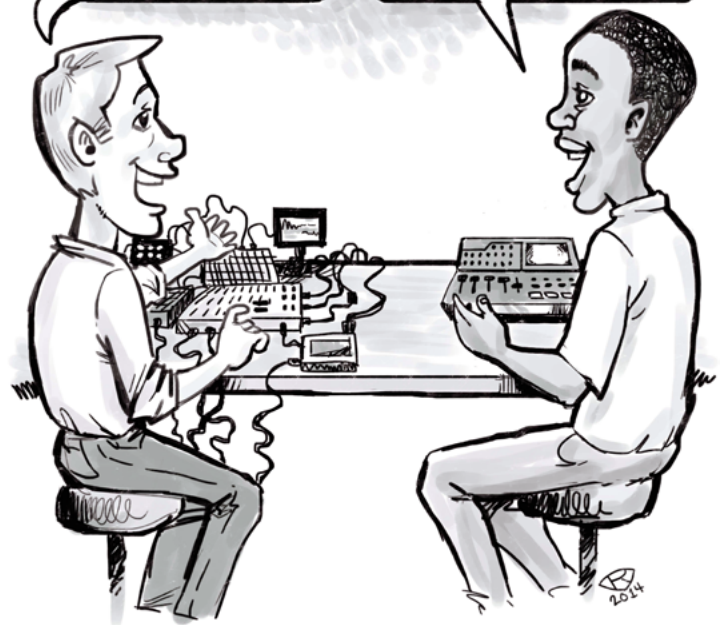
You spend three days setting up and testing your system: four preview monitors, an audio mixer, a video switcher, a video encoder with delay settings for audio sync, a computer to operate it all, and a rat's nest of cables to hook it all together. Interoperability issues between your audio/video sources have plagued you as well as input issues that required a video converter, but finally you're ready.

During the event, you have difficulties with scaling the images to fill the screen properly as well as getting the right mix of audio and visual signals. The issues reduce the quality of the streaming video and the lip sync isn't perfect.

You admit the system is not ideal. It's complex to operate, time-consuming to set up, and doesn't offer a robust enough feature set for professional-quality transitions and backgrounds. But you're not sure you had any other choice.

Check out the AV mixing system I built. It has a preview monitor, mixer, video switcher, video encoder, and computer to operate. Took me 6 months and a lot of troubleshooting.

Sure. But mine has all those features, no interoperability issues, is super easy for anyone to use. Oh, and it's portable. Bet you wish you'd known about the VR-50HD 6 months ago.



The Advantages of an All-in-One AV Mixer

While it's great to have the skills to build your own solution, you can't argue with the ease and simplicity of a single-device solution. Purpose-built systems for live event streaming and recording don't require you to cable together multiple monitors, converter boxes, mixers, and switchers on your table. The hard work is done for you.

All components are built to work together and housed in a single unit, eliminating the possibility of interoperability issues. And, you can greatly enhance the quality of your production by easily switching between your audio and video signals, setting up multiple transitions, previewing different screen views and adding up to four composite layers—including picture-in-picture and stills. All-in-one systems can also provide all the different inputs and outputs formats you need, including supporting analog and digital inputs, USB for recording/streaming, and



A custom-built approach to AV technology for live streaming and recording can cause headaches and hassles.

HDMI and SDI for higher video and audio quality. The best part? The right all-in-one system is easy to set up, plug in, and operate.

Introducing the VR-50HD

If you're ready to reduce your setup time, hardware equipment and connection complexity, then it's time for the Roland VR-50HD. This all-in-one AV Mixer integrates an audio mixer, video switcher, multi-viewer touch screen and USB video/audio streaming into a stand-alone device controllable by a single operator.



The VR-50HD is an all-in-one HD Multi-Format AV Mixer with USB3.0/2.0 for 1080p Web Streaming and Recording.

This portable solution is ideal for corporate events, trainings or any production with live streaming needs.

The VR-50HD includes impressive audio and video capabilities including a 12-channel digital audio mixer with 12 analog inputs and 4 SDI or 4 HDMI inputs and a

12-input, 4-channel multi-format video switcher that also includes a still store channel for graphics, logo or frame capture. Audio processing includes audio-follow settings as well as gates, compression, EQ, delay, reverb and even mastering capabilities on the main output.

A USB 2.0/3.0 output enables web streaming with ease by simply connecting to a computer running a live streaming service. Recording is equally simple with QuickTime or free downloadable video capture software utility.

VR-50HD Overview

- 12 input, 4-Channel Video + Still channel Multi-Format Switcher
- USB 3.0/2.0 Video/Audio Output for web streaming and recording (1080p uncompressed)
- Embedding of audio with delay settings
- Built-In 7" Touch Preview Monitor
- Supports HDCP content
- Supports 3G/HD/SD, SDI, HDMI, RGB/Component, Composite
- 12-Channel Digital Audio Mixer with XLR, TRS, and RCA jacks along with audio from SDI and HDMI inputs
- 4 Layer Compositing of PinP, PinP/KEY, and STILL
- Multi-View Output through HDMI

When it comes to a custom build approach for AV technology for live streaming and recording, skip the headaches and hassles and let the VR-50HD do all the work in one powerful and streamlined piece of hardware.

See the VR-50HD in Action

The best way to experience the VR-50HD is with a live demo. Simply go to rolandsystemsgroup.com and complete a brief form. We'll be in touch shortly to show you how the VR-50HD will change the way you capture and stream video.

About Roland Systems Group

Roland Systems Group (RSG) supplies the commercial and performance audio/video industries with application specific equipment. Our products address applications for corporate events, houses of worship, clubs/casinos, theaters/performing arts centers and rental and staging venues. RSG is a division of Roland Corporation US based in Los Angeles, a member of the worldwide group of Roland companies. For more information please call 800.380.2580.