



## CASE STUDY

### KCSG-TV

#### Summary

KCSG purchased three FireStore DR-DV5000s specially designed for use with their JVC GY-DV5000 camcorders. The primary use of this package is for news coverage.

#### Key Benefits

KCSG was looking for a product that would help them overcome this challenge. FireStore DR-DV5000 from Focus Enhancements was able to solve their challenge because of the following benefits:

- FireStore DR-DV5000 is specially designed for use with JVC GY-DV5000/5001 camcorders.
- Clips are recorded to removable FireWire disk drives in popular native DV NLE file formats such as QuickTime for use with Final Cut Pro
- Streamlines production by eliminating several hours of capturing per day.
- Designed to daisy chain additional drives to the external 6-pin FireWire port, allowing ultra long record times.
- Simultaneously creates an instant back-up with tape

#### About Focus Enhancements, Inc.

Focus Enhancements, Inc. is a leader in advanced digital video production, management, and presentation technology. Designed by media professionals for media professionals, Focus Enhancements' comprehensive line of video and other media-related hardware and software products helps leading organizations around the world maximize the return on their investment in digital media assets. Focus Enhancements offers its Video Production, Digital Assets Management, Digital Signage, Semiconductor and Consumer Video products through its worldwide network of resellers, distributors and original equipment manufacturers.

### KCSG-TV Streamlines News Production with FireStore DR-DV5000

KCSG-TV Channel 4, based in Saint George, Utah, is the local PAX affiliate. The station's news program "Local. News. Now" provides breaking news to the southern region of the state. The program broadcast's news, weather and sports twice daily at 6:30pm and 10:30pm with anchors Tamara Lee and Todd Morrill.

In 2003, Joshua Aikens, director of operations, purchased three FireStore DR-DV5000s which are specially designed for use with KCSG's JVC GY-DV5000 camcorders. The primary use of this package is for news coverage.

#### Challenge

As a start-up news program on a budget, KCSG's reporters would be doing a lot of their own shooting, editing and writing. Faced with so many production tasks and such tight deadlines, Joshua's challenge was to find a DV solution that was stable, reliable and made the capture and editing process more efficient.



"The JVC GY-DV5000 and DR-DV5000 enable the team to shoot footage and voice their packages on the same hard drive they shot the footage on, then plug the hard drive directly into a G4 laptop running Final Cut Pro and edit everything

together," said Joshua Aikens KCSG's director of operations. "The DR-DV5000's efficiency allows KCSG to produce more and better news."

#### Solution

FireStore DR-DV5000's affordability and flexibility solved KCSG's problem. The DR-DV5000's price was well within reach of the shrinking station budget and its digital workflow allowed KCSG to streamline news production tasks and meet tight deadlines.