



encore<sup>SM</sup>

EVENTS THAT TRANSFORM

# Camera Solutions Guide for meetings and events

# Collaborate more



hybrid+



## Cameras Provide a Window into Your Event. Choose Your Solution Wisely.

Video cameras play an integral role in hybrid event production. What your remote participants see, and what it looks like, dramatically impacts the perceived quality of your event and influences how comfortable participants will be collaborating and sharing information. Defining the experience you want is key to making the right choice.

### What Kind of Experience are You Creating?

Ask yourself the following questions. The answers will not only define the desired event experience, they also will help you select a camera with the specifications you need.

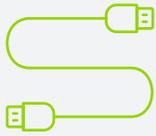


1. Who needs to be in the camera shot: A single presenter or group of people?} A full stage or a portion of a conference table?
2. Who needs to be heard as well as seen, among both the in-room and remote audience?
3. How far away will the camera be from the presenter? For example, will the presenter be on a mainstage or behind a desk?
5. Will there be an audience Q&A with the in-room participants? What about with the remote participants?
6. Will there be off-site presenters?
7. Will remote participants need to be heard in the room?
8. Will off-site presenters and/or attendees need to be seen on a screen or monitor in the room?
9. Will you also be showing content in the room?
10. If you are showing both video feed and content, would you like these on two separate displays?
11. Have you explored the video conferencing solutions Encore provides or do you have a platform selected already?
12. Do you need Encore to manage the in-room as well as the hybrid production elements for your event platform?



## Key Differentiators

Once you've defined the type of experience you need, have a conversation with your event technology partner. The following terms will help you understand the key differentiating factors between the different cameras they offer.



### Connectivity

This describes the way a camera connects with the other technical components of an event. In virtual/hybrid meetings this can be as simple as an internal laptop camera or an external USB-connected camera. For mainstage or professional broadcast-quality streams, you'll use SDI or HDMI-connected cameras.



### Field of View

Field of view (FOV) is important in virtual/hybrid meetings because this is the maximum angle a static camera can see in relation to the camera position and area of participants.



### Zoom Type & Quality

Zoom type and image quality is important if you want to focus in on a single presenter or members of the audience. Optical zoom typically provides a higher image quality than digital zoom regardless of the magnification available.

**Find Out More Before You Choose**

**Contact Encore** to learn more about audio options for in-person, hybrid and virtual events.