



## CASE STUDY

# Fast installation anywhere at anytime

## One Camerobot for 8 different sets in the new studio of SMG in Shanghai

The Shanghai Media Group, the second largest television and radio station in China, modernized one of their television studios in the center of Shanghai, in 2015. The new studio was to be equipped with the latest broadcast technology and includes up to eight different sets on 480m<sup>2</sup>. These range from newscasts like "News Lane" to magazines such as "Good Morning Shanghai".

The aim was to open up all these sets with impressive camera movements while having the flexibility to use different camera systems. In addition, all systems should be controlled from a central location and therefore no person other than the anchormen should be in the studio. Another challenge that had to be managed was a short delivery time in combination with fast installation.

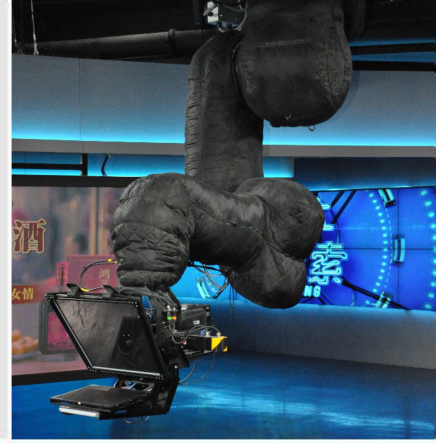
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Client:  
**Shanghai Media Group**  
Shanghai/China  
[www.smg.com](http://www.smg.com)

Installation:  
September 2015



Creative Robotic Motion



## Camerobot solution:

### Collision detection for different robotic camera systems

Camerobot Systems together with Digital Precisions Systems Ltd. found a suitable and efficient solution for this studio. The Camerobot was ceiling mounted on an 8m-long linear track, which is centrally located between the eight sets. This solution makes it possible for all sets to stage with fascinating, pixel perfect, long camera moves. The installation of the entire system could be done during the construction of the decorative elements in the studio. This realizes the shortest possible conversion time of the studio.

To ensure uninterrupted operation during broadcasts there is no collision of the six camera systems with their studio environment allowed. For this purpose all relevant objects have been integrated into the collision detection of Camerobot Systems.

In particular these include dolly systems, robotic pedestals, studio lightning and large movable screens. The system will automatically stop all movements in case of an imminent collision and inform the operator accordingly.

For keeping the manual operation as simple as possible, the Camerobot can be controlled via a Vinten Radamec joystick panel. Moreover, the Camerobot system is connected to ROSS Overdrive for an automated process.

This customized solution creates a known and familiar image for the viewers day by day.



In combination with a linear track the robotic camera system can be used flexibly on all 8 different sets.

## Technical Specifications

- Camerobot RX165Lcam
- Linear track with 8m reach
- Ceiling mounted
- Repeatability of positions  $\pm 0,05$  mm
- Teleprompter
- ROSS Overdrive and Vinten Radamec VRC
- Ikegami HDK-79EXIII with Canon HJ14ex4.3B Linse
- RAID for every PC

## RoboKam Atelier User Interface

- Collision detection system for all robotic cameras
- Improved performance for user interface and database

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