

Flashmob ProHD

The European Capital of Culture for 2013, Marseille, continued its promotion with a flashmob performance in its busy streets, all captured on JVC ProHD cameras.



Twelve JVC ProHD camcorders were used to cover the event, which involved 500 dancers performing in the centre of Marseille, with onlookers in the form of shoppers and city workers. Cameras used ranged from the hand-held GY-HM100 up to the studio/ENG GY-HM790, delivering the quick shoot-to-edit workflow required.

Lionel Carnes, Managing Director of reseller Video Events, decided to use JVC cameras due to their excellent feedback received from his rental customers. The workflow also meant content could be uploaded to the web quickly once filming was complete.