

USER REPORT

Frezzi Powers Mirage Productions

by **Brian R. Ochrym**
President and DP
Mirage Productions Inc.

NEW YORK

Mirage Productions is a 10-year-old, award-winning, script-to-post production company that specializes in producing and shooting programs for the broadcast, entertainment, fashion, corporate, government and medical industries.

Some of the network shows we're currently shooting include "American Idol," "Fame," "Ambush Makeover," "A Dating Story" and many others. We have five full-time crews consisting of nearly 20 people and have at least four ENG crews out in the field on any given day.

The explosion of the reality-programming genre has really put our crews to the test, since every situation is different and they have to move quickly and fit into some tight spots to get the right shots. We only use the latest, state-of-the-art Sony cameras such as the DVW-790, BVW-600ws, HD-950 and have lately done several HD 24P shoots for a variety of broadcast clients.

For the past two years, Mirage has been using the Frezzi BP-14MHEG, 130 Watt-hour (W-h) brick batteries to power all our cameras. In addition, we have been using Frezzi camera lights with soft boxes for years to solve various lighting situations.

We first saw the Frezzi BP-14 at NAB2001. We were using different batteries at the time and the Frezzi rep told us that the BP-14 would outlast two to three of our current batteries.

This appealed to us since it is extremely important for our crews to travel as light as possible. After testing the battery in the field, we were sold. About two years ago, we did a massive upgrade to the Frezzi BP-14MHEG, 130 W-h batteries, purchasing 30 of them and replacing all our old brick batteries. We find that two Frezzi BP-14s can replace five of the old 65 A-h batteries.

LIGHT POWER

In addition, we use two of the Frezzi bricks to power a Frezzi 200-W HMI light, an unusual sight in this business. The Frezzi batteries connect to all snaplock and Sony brackets, and the BP-14MHEG model that we use also includes a power gauge. Not only has the Frezzi

battery made our crews happy but our clients are in constant disbelief that one battery can last that long.

LONG-LASTING POWER

Our camera people are thrilled. They no longer have to take more than one battery to a shoot or worry that they might lose power in the middle of a shoot. As a result, the difference in the weight that the camera crews carry is like night and day.

With the Frezzi BP-14 batteries, we can power our Sony Digital Beta, HD and Beta SP cameras and our on-camera Frezzi lights for hours on end. In fact, we have found that on occasion we get as many as three shoots on each battery without recharging them.

We are extremely pleased with the results that we have gotten with this battery and our crews are much more nimble as a result. ■

Brian R. Ochrym is the president



Brian Ochrym shows off his Frezzi BP-14MHEG battery. On top of the camera is a Frezzi intensity-controlled Mini-Fill light.

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For more information, contact Frezzi Energy Systems at 973-427-1160 or visit www.frezzi.com.

USER REPORT

JVC Works at the 'Cutting Edge'

by **Ron and Anna Winship**

Producers

Cutting Edge—A Talk Show

NEWPORT BEACH, CALIF.

"Cutting Edge—A Talk Show" is a Web-based news program offering in-depth interviews with key political and entertainment personalities.

We have one of the few sites dubbed "Free Media" by Bill O'Reilly, since we are not constrained by either star newscasters or corporate advertisers. We put news in context with extensive interviews and include a tremendous amount of background information and detail.

And it's gaining popularity. So much so that our list of interviews grows more impressive week by week, including the likes of Casper Weinberger, Wayne LaPierre, Sydney Pollack and John McTiernan, as well as our coverage of events such as town hall meetings with President George W. Bush and First Lady Laura Bush.

GUERRILLA SHOOTING

Because we do a lot of "guerilla-type"

shooting where we need to move on a moment's notice, we picked up JVC's GY-DV300U camcorder. It's a small DV camera that allows us to quickly get to a location, set up and start shooting. And although it can be tough to find a camera that's good for this kind of journalism, this one fits the bill.

I was most impressed when we were in a bind and had to use the GY-DV300U for a studio shoot—the clarity was surprisingly good! So now we had a camera that we could literally use anywhere.

For any professional on the go, this unit offers what I call superb "luggability." In our industry, you run into loads of crews that need to lug huge cameras around all day. Not us. We don't have to carry a 70-pound backpack of equipment.

JUST ADD A TRIPOD

With the GY-DV300U, the only additional piece of equipment we need to worry about is the tripod. In fact, I can't begin to tell you how many crews told us they're envious of our compact camera.

In addition, the camera provides terrific ambient sound—another important feature since many times we

don't know what type of situation we'll find. There have been many occasions when we've arrived to cover a press conference or town hall meeting, plugged in the audio distribution amp and wound up with a bad connection.

By effectively capturing ambient sound, the GY-DV300U lets us make up for disasters like these without blinking an eye. Basically, it's never failed us in what we've asked it to do.

Best of all, we haven't even utilized all of its potential yet. For example, we haven't even tapped into the camcorder's streaming capabilities. But we have several international shoots planned for later this year, and we plan to utilize that feature so we can be live on the Web.

Every situation is different. But even in the most unpredictable field environment, the JVC GY-DV300U delivers. ■

Ron and Anna Winship are producers for "Cutting Edge—A Talk Show." They can be reached at cuttingedgetalk@aol.com. The opinions expressed above are the authors' alone.

For more information, contact JVC at 800-526-5308 or visit www.jvc.com/pro.