



Aardvark Hill Uses Wirecast to Stream Oregon Children's Choral Festival

"Wirecast enabled us to produce a multi-camera live video broadcast dependably and affordably. This system makes it easy for a single operator to run the whole show—including camera switching, audio, and graphics—using off-the-shelf or consumer hardware. After an exhaustive search, we determined that Wirecast was the best fit for our technical and budgetary requirements, and offered exceptional technical and sales support both before and after the sale."

— **Bruce Searl, Co-founder,**
Aardvark Hill.

Aardvark Hill needed a cost-effective way to produce a professional, reliable, high-quality Webcast that would enable people in Oregon and around the world to watch live performances of the annual Oregon Children's Choral Festival, held at the Hult Center for the Performing Arts in Eugene, OR. The program also needed to be recorded for post production and distribution on DVD as well as video on demand (VOD) access. They turned to Wirecast software by Telestream to:

- Produce a memorable live show of the event with multi-camera HD video and great audio
- Simultaneously record the multi-camera program for VOD streaming, DVD distribution, promotions, and archive
- Keep the cost of buying and operating the Web streaming production system within an extremely tight budget
- Use pay per view online streaming revenue to benefit the Oregon Children's Choral Festival
- Look professional yet be simple enough for a volunteer to operate

The background

Bruce and Jennifer Searl co-founded Aardvark Hill in 1987, which they affectionately call the world's smallest publisher of children's choral, adult contemporary worship and children's Christmas musicals for all ages.

As long-time commissioned composers of the Oregon Children's Choral Festival—which features performances by children's choral groups from all over Oregon—Bruce and Jennifer Searl were asked to assume leadership of

the festival in 2010. To raise public awareness and revenue for the Festival, they decided to stream the all-day event beginning in 2012.

The Challenge:

Live and VOD streaming of the festival presented several significant financial and logistical challenges including:

- Configuring a system that supports HD resolution, high-quality audio, graphics, titles, and other visual elements at the lowest possible cost
- Starting off with consumer-grade hardware then expanding to higher quality gear as the budget allowed in years to come
- Operating reliably throughout the event, with continuous streaming for six or seven hours
- Utilizing DaCast.com, a low-cost Content Delivery Network (CDN) that allows online purchasing

The Solution:

Aardvark Hill chose Wirecast because of its ability to cost-effectively produce high-quality live multi-camera Webcasts as well as simultaneously record the program for postproduction, DVD and VOD distribution, and archive. Another factor favoring Wirecast is Telestream's outstanding technical support, including indispensable help given by a knowledgeable Telestream technician prior to their first live Webcast, as well as responsive customer service and valuable product upgrades.

The specific set-up includes:

- Wirecast software from Telestream
- Two Logitech C920 HD USB 2.0 Webcams, and one Microsoft LifeCam Studio 720p HD (USB2.0) Webcam, mounted on mic stands with booms
- Three On Stage CM01 video camera mic stand mounts
- HP Pavilion DV8t laptop (with Intel i7 3.0GHz Quad core with 6GB RAM and 2 360GB 7200rpm internal drives)

- Behringer XENYX X1222USB mixer to take the pro level house audio feed, voice over mic, pre show music CD and mix them to send to laptop and Wirecast.
- 1 ART CleanBoxPro signal level converter to match the mixer's pro level (+4db) signal to the laptops consumer level (-10db) input to avoid distortion
- Blue enCORE 200 dynamic live vocal microphone and cord for voice-over announcing of the event
- StarTech.com 2-port Flush Mount 54mm Super Speed USB 3.0 Express Card
- DaCast media streaming service for content distribution
- 2 64' active USB 2.0 extender cables and 2 33' active USB 2.0 extender cables to get cameras out into the audience, onto the stage, among other places
- 1 100' Ethernet cables

The Results:

"A friend of mine who does professional media streaming logged into our live stream and said, 'Wow! Your stream looks almost as good as what I produce with my \$20,000 system!'"

Bruce Searl explains, "That's the kind of extreme bang for the buck you get with Wirecast. Telestream Wirecast made it possible for us to stream the Oregon Children's Choral Festivals in the past two years with high-quality video and audio that really captures how special this event is. With Wirecast, we now have a powerful, feature rich production platform that's affordable, easy to use, dependable, and capable of meeting our current and future production needs. Wirecast makes us look like a much larger production than we really are!"

Learn more about Aardvark Hill

www.aardvarkhill.com,
and the next festival slated for April 22, 2014 at
www.oregonchildrenschoralfestival.com

