



DANMON GROUP

ATG DANMON UK

# An HD/UHD social media content production support system for That Lot

ATG Danmon is one of the world's most successful providers of high-end reliable and easy-to-operate integrated systems for broadcasters and programme makers.

Active in Europe, Asia, Africa and the Middle East, ATG Danmon is part of the Dan Technologies Group which operates from offices in the United Kingdom, Germany, Denmark, Norway, Portugal, Spain, Sweden and Vietnam.

ATG Danmon has designed and integrated of a broadcast-quality production facility for the London headquarters of That Lot, one of Europe's leading providers of social media content production support. Founded in 2014 by comedian, actor, writer and director David Schneider, That Lot specialises in 'social-first' platform-specific content and production. Core of the project is a multi-camera studio plus a fully equipped control room including lighting, vision and audio mixing, routing, recording, monitoring and archiving.

"Working with ATG Danmon, we have been able to create the most flexible possible system for use across our wide range of creative services," comments Ben Forder, Head of Video at That Lot. "The new studio and its control suite enable us to offer our clients versatile resources for creating broadcast-quality content for a wide range of applications."

"A full-colour back-lit LED cyclorama, which we believe is the first of its kind in Europe, provides sharp chroma-key superimposition onto on any background. Lighting is from a ceiling-mounted rig which can be adjusted to get the exact style of illumination we need for

live-streaming or recording sketches, scripted videos, interviews, podcasts, vodcasts and social media photoshoots. That includes 360 degree surround video and audio capture if specified. ATG Danmon has also integrated a control room suite which is being used for live production and editing. External material can be sourced from wherever required or we can perform high quality production on location. The system is intuitive to operate which is especially important when working live, and highly versatile."

The studio is equipped with Blackmagic Design URSA UHD cameras which can be operated in a wide range of lighting levels and are ideal both for studio and outdoor operation. Production mixing and internal signal distribution are via an ATEM Studio HD switcher and Smart Videohub UHD-capable router, capturing to Softron recorders and SNS EVO networked storage. ATG also integrated Apple iMac Pro computers for post-production. Additional facilities include Cirro Lite lighting, multiscreen as well as individual video monitors, a studio floor monitor, green room monitor, Allen & Heath digital audio mixer, a Custom Consoles control room desk and Sonifex talkbacks.

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David Schneider with colleagues in That Lot control room and in the chroma-key production studio.



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