

High octane recording

The world's largest motor event, the Frankfurt Motor Show, is held every two years in Germany and plays host to thousands of visitors from across the globe. Nostairway Media attended this year's event and used JVC's solid-state GY-HM100 camcorder to shoot their footage. JVC's in-house magazine, [HIGHWAY](#) contacted Rob Marshall, who filmed the event, to discover his reasons for choosing JVC's tapeless



camcorder.

The first time we saw the camera was at Apple's central London headquarters when JVC introduced the [GY-HM100](#) and [GY-HM700](#) at one of their events, Rob explains. Prior to finding out about these new cameras, we would typically hire video cameras and other equipment we needed for a shoot. However when we first got to try out the GY-HM100, it seemed to cover so many requirements that we decided to buy it from Mitcorp there and then.

Nostairway Media first started life as a recording studio and today their clients include the BBC, ITV, Channel 4, FIVE, BMG Records and Microsoft.

We can provide almost all the services required for media production, including script, voice and FOC talent, shoot (studio or location), editing, voice over recording, original music creation and production, graphics, web services and passable tea! Rob comments.

The [Frankfurt Motor Show 2009](#) ran for ten days and hosted a large amount of car manufacturers, many of whom unveiled new models for the first time to around 850,000 attendees. The show drew massive media attention from all around the globe, with fans of the event eager for live online updates.

We were commissioned by Microsoft to capture footage of the 2009 Frankfurt Motor Show for the MSN Cars website. Our video producer, Nigel Swan, presented 20 new cars at the show. After recording each grand unveiling, we edited the footage in our press room and uploaded them, sometimes within the hour. Back in the studio we finished off with a Top Ten Supercars roundup, presented by FIVE's Ruth Frances. By the end of the month, this



video will be the most viewed of all time on MSN Cars.

Recording directly to SDHC cards is a great advantage, Rob continues. No more log and capture, just drag the files into the bin; it's literally halved the studio time required. In Frankfurt, that put us way ahead of much of the competition. The GY-HM100 was very easy to get used to; I had no time to study the manual before we went, but I was able to shoot immediately. The instant review feature was very useful in speeding up the process too, as were the preset buttons.

Nigel Swan, the presenter and video producer for MSN Cars, also gave us his impressions of JVC's compact camcorder. When I was told us we were using the new JVC GY-HM100 for the Frankfurt shoot, I was a little surprised. Frankfurt was all about turnaround time and a new camera usually means a steep learning curve. But we hit the ground running and the camera proved itself from the start. I was very impressed by the quality; so much so that we hired the GY-HM100 for a subsequent shoot.

The GY-HM100 is the start of new era in video production, Rob concludes. Compact and light, it can go anywhere we do and yet it has the features of cameras costing 3 or 4 times the price. It came along just at the right time for us. Following on from the supercars, we're now producing our own weekly online motoring show, [Smoked Out](#), featuring all the news from the motoring world.

Rob also intends to use the GY-HM100 for the [Geneva Motor Show](#).