Lights, cameras, action!

For TV shows, getting the perfect shot means having the camera operator being in the right place at the right time to focus in on the action. That takes constant communication between the director's box and the camera team. A new wireless intercom system from Hollyland Technology makes that communication simpler and more reliable than ever. And it's one of the first DECT-based solutions to be designed and built in China.

In a studio, where the positions and movements of actors or presenters is known beforehand, setting up the perfect shot is easier. Camera positions can be planned and are relatively static, so can be controlled via a wired connection. However, for larger, more dynamic sets or outdoor production, getting the right shot is much more challenging. Distances may make cabling impractical and if camera operators need to be close into the action, a cable connection could even be a safety hazard.

In these situations, wireless communication offers a way forward. But the wireless link needs to be reliable with good audio quality and long range so that the camera never misses the perfect shot.

Dedicated to delivering

This is something that that wireless video and audio experts Hollyland Technology understands. It offers a range of wireless intercom solutions targeting applications such as television broadcasting. Based in China – where DECT is not approved for use – the company initially focused on Wi-Fibased intercoms for the Asian market. But when it started to address the US market, Hollyland saw it as an opportunity to explore the potential of other wireless communication technologies.

"Wi-Fi offers good audio quality and twoway communication. But it operates in a very crowded spectrum and that can lead to interference issues, particularly in a busy studio where you need to direct multiple cameras," explains Vincent Ma, co-founder of Hollyland. "With its dedicated band, DECT avoids the interference problem which is a real plus when the director needs to control multiple camera operators."

DECT has many other attractive features for digital intercoms targeting TV applications. It allows two-way interaction between the director and individual camera operators, while its long operating range suitable for large venues such as concerts or sports events.

And for outdoor shoots, wireless DECT intercoms allow camera operators to get close to action, regardless of the location. A great example of this is the show Man versus Wild, in which Bear Grylls shows the audience how to survive challenging outdoor situations. Often shot in remote outdoor locations, the show used a DECT wireless solution from Hollyland to capture the action.

Man versus Wild used the Mars T1000 and Syscom 1000T, Hollyland's first DECT-based intercom. "For the professional market in the USA, we needed to be able to offer a solution that delivered high-quality full-duplex audio over long distances. DECT was the ideal choice," Ma says.

Although an expert in wireless audio, like most Chinese companies, Hollyland had no experience with DECT. So when developing the Syscom 1000T, finding the right DECT partner and solution was vital.

"Dialog has a long history in DECT, and unlike other companies it has a local office in Hong Kong and support staff that speak Chinese. It makes a real difference for our experts to be able to talk technology in their own language. And their technical support is not like other companies either. We can talk about the technology, roadmaps and schedules, then set targets and meet commitments one by one," Ma adds.

For the Syscom 1000T, Hollyland chose Dialog's SC14CVMDECT cordless voice module. This combines all necessary hardware and software into a single drop-in solution that is pre-certified for use in various regulatory regimes.

"Dialog's modules let you develop new applications quicker and more cost efficiently. And they make it easier to control quality and consistency for RF. Together with the pre-certification, that really reduced the cost and time it took to start shipping the Syscom 1000T," says Ma.

A second generation

With their success in Man versus Wild and several other high-profile shows, Hollyland has proven their credentials and shown that Chinese manufacturers can deliver highquality products for the professional market.

Looking forward, Hollyland is working on its next-generation solution. For this, it needed a next-generation DECT solution and, thanks to its relationship with Dialog, it found it in Dialog's newly released DA14AVDDECT Audio Voice Data module.

Like the SC14CVMDECT, the new module includes a state-of-the-art DECT radio, a multi-core, power amplifier, stereo CODEC, battery management and onboard antenna. But compared to its predecessor, the DA14AVDDECT delivers 20 Hz – 20 kHz wideband audio and supports 8 wireless users from a single module.

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