

## Building a Studio for Publisher's Clearing House

Publisher's Clearing House (PCH) tapped AbelCine to build a broadcast studio in its new headquarters in Jericho, NY. PCH wanted to focus on content creation for social media outlets to engage its audience further.

AbelCine's Integration team installed and integrated a solution that made use of both baseband video and video-over-IP, with all cameras routed through a Blackmagic Design ATEM 20x20 video router and the encoded stream from the NewTek TriCaster TC-1, allowing for encoding a live stream to Facebook without issue. AbelCine partnered with Lighting Design Group (LDG) to install and fit the proper lighting infrastructure, fixtures and control into PCH's limited budget. To achieve the studio look that PCH wanted so hosts would pop off the background, AbelCine installed a combination of soft lights and Fresnels specifically placed around the various camera shots. The set also has one lightbox that has RGBA tape inside, allowing for infinite color options. Throughout the set, color-changing LED fixtures allow multiple looks for different segments to be created. The chandelier in the middle consists of Edison-style cage lights that bring a warm glow to the shot.

