

Providing a 4K Camera Game Plan for 49ers Studio

Video production units of professional teams are being tasked with providing a steady stream of innovative coverage to feed the appetite of their fan base. AbelCine worked with Robert Alberino, the new Executive Producer for the San Francisco 49ers as he created a groundbreaking new in-house production group, “49ers Studios”.

AbelCine’s Sales team introduced Robert and his team to various lens and camera rig options, which they were able to test and shoot with on-site. Robert and his team opted for the Fujinon 19-90 Cabrio Zoom for use in shooting the bulk of their handheld content. They also opted for two ENG Canon lenses coupled with IB/E HDx35 adapters in order to have long focal lengths for shooting across the field. AbelCine delivered three F55 packages fully configured and ready to shoot on arrival. The camera systems were technically prepped, preloaded with the latest firmware, packaged and labeled for the crew in advance.

