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progress report

The acquisition of two HDW-790P HDCAM camcorders means that newly established company, Progressive Broadcast Hire, is off to a flying start, as Adrian Pennington explains

Progressive Broadcast Hire has recently acquired two Sony HDW-790P HDCAM camcorders and has already seen them used to shoot drama, documentaries, commercials and corporate work.

Progressive was set up at the start of 2008 to hire broadcast equipment and crews. Based in Glasgow, it provides its services in Scotland as well as further afield. In June it added the two Sony high definition camcorders to its facilities.

The camcorder has been used in the making of *How Not to Live Your Life*, a new sitcom about Don, a thirty-something British male trying and failing to navigate his way through life. The show was produced by BBC Scotland and aired from August on BBC Three.

The sitcom is produced and directed by Gary Reich and Dan Clark. DoP, Jerry Kelly, says: "The HDW-790P camera supplied by Progressive was perfect for the job – great pictures with a robust build quality. We were doing lots of hand held shooting, so it was nice to find the camera so lightweight."

Progressive also provided HDW-790Ps for an STV daytime show called *DNA Stories*, presented by Lorraine Kelly. Made by SMG Productions, the show needed an affordable HD option that recorded data at more than 100Mb/s, so the HDCAM camcorder was an obvious choice.

In addition, The Royal Bank of Scotland used the camcorders on a three-day shoot for the high definition production of its corporate film, *What We Do For You*. Brian McCormick, the managing director at Progressive explains that

the HDW-790P is much like other Sony models to operate. "They have kept the camera similar to previous models, which makes it easy to use. There is also no problem with compatibility when it comes to post production."

The HDW-790P, the successor to the HDW-750P, is switchable between 50i and 25P scanning modes – the 50i giving interlaced, TV-look pictures and the 25P more of a film look. "There's some confusion with high definition formats, but you don't need all of them and this camera cuts it down to the two key formats," says McCormick. "They are delivering on the format required by the broadcasters and, nine times out of ten, clients will be looking for acquisition on one of these two."

Sure bet

Progressive went to Sony Specialist Dealer, Top Tek, to purchase the HDW-790Ps. "There are several reasons why we went to Top-Teks," explains McCormick. "Firstly, they've got the gear. It might seem a strange thing to say, but it's unbelievable how people can say that they have something and then they haven't. They also know what they're doing, they know how to advise and are straight-forward to deal with."

The HDW-790P was a sure bet for Progressive. The camcorder uses three 2.2 million-pixel FIT CCDs and 12-bit Advanced Digital Signal Processing, which ensure great-looking pictures. It's extremely compact and lightweight, with a robust and reliable construction. Perhaps most importantly, it offers two important HD broadcast formats.

McCormick says that all the clients that have used the camcorder have been pleased with the results – with the way that it handles and with the look of the resulting footage.

"I think that they'll be the high definition workhorse for the broadcast world," he says.

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Brian McCormick,
managing director,
Progressive
Broadcast Hire

