

A Customer Success Story

LifeSize® Results

With the Help of LifeSize Technology,
On-Site Studios Develops an Innovative Way
for Companies to Harness the Power of Video

LifeSize UVC Video Center serves as the back-end technology that allows On-Site Studio customers to record high definition videos in the comfort of their own office.

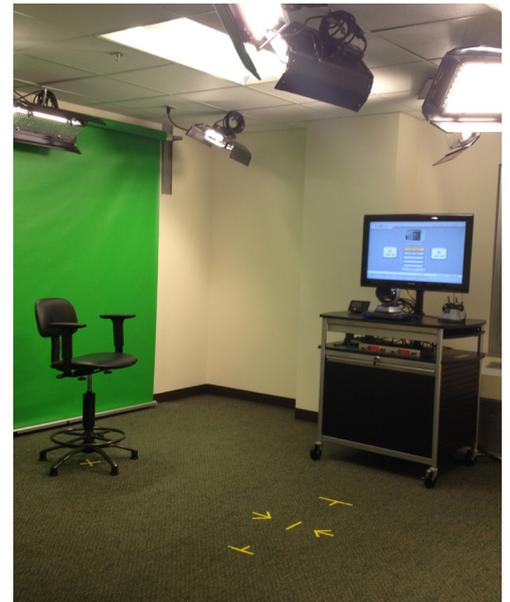
Organization

On-Site Studios, Green Bay, Wisconsin, USA

Based in Green Bay, Wisconsin, On-Site Studios is the world's first virtual video production company that installs and implements professional-grade video recording studios at a customer's own site, while helping them manage everything from strategy, production and post-production simultaneously.



Along with lights, microphones, a green screen and teleprompter, On-Site Studios customers utilize LifeSize recording technology through LifeSize UVC Video Center as the engine that helps them produce professional-grade videos for a fraction of the cost.



› On-Site Studios helps customers build their own professional-grade video recording studios.

Challenge

 On-Site Studios wanted to offer customers a way to harness the power of video in their marketing efforts by building a professional-grade studio at their office, but needed a video conferencing solution to provide the back-end technology.

Solution

 After testing a series of products, only LifeSize offered the professional quality and ease of use that On-Site Studios was looking for. The team invested in a LifeSize® Express 220™ endpoint and LifeSize® UVC ClearSea™ licenses, as well as LifeSize® UVC Video Center™ and a touch-screen phone.

Results

 On-Site Studios now has a number of customers across a wide range of industries that utilize its video services. Hospitals are using video to connect disparate locations and record physician biographies for their websites, and retail companies are using video for product marketing.

Challenge



After working for over a decade in the healthcare industry managing the interactive strategy for a large academic medical center in Chicago, On-Site Studios co-founder A.J. Melaragno felt forced to choose between two options for producing marketing videos: low-quality flip cams with no editing support or hiring a professional videographer that required a significant investment. He believed there needed to be a simpler way to produce these videos on-site at the hospital so the doctors could film themselves on their schedule, and focus on patient care first. After collaborating with two colleagues, Jay Schillinger and Chris Novotny, the idea for On-Site Studios was born.

On-Site Studios would help its customers create an on-site video studio within their hospital, office building or virtually any other indoor space. The studio would be equipped with professional video technology, as well as all of the accoutrement needed to produce a high-quality product. After filming, the footage would be automatically sent to On-Site Studios who would then edit the package and provide other post-production support. And, if the customer wanted additional support, On-Site Studios would also consult on the video strategy behind the project as well as tagging and managing the storage of

the assets in a YouTube-like interface. The co-founders estimated that the cost of an on-site video shoot would be approximately a third of the cost of traditional video production, making this service an ideal option for companies who want to harness the power of video in their marketing efforts without the exorbitant price tag.

The idea for the company was nearly complete with the exception of one critical decision: which video conferencing technology should On-Site Studios use to be the engine behind its service?

[LifeSize has] truly gone above and beyond to help us build a product we can be proud of.

- Josh Jerabek, Account Manager, On-Site Studios

Solution



The co-founders of On-Site Studios realized that in order for their company to be successful, they needed to collaborate with an existing video technology vendor to model their vision. Because quality is extension of a customer's brand, the solution needed to offer HD picture quality, as well as a simple interface for end users to utilize. The search began to find a suitable video technology and the final contenders were Sony, Polycom and LifeSize.

"We were looking to build a customized, patented process for our customers to record themselves on video. LifeSize was open to this vision and worked closely with us to help our dream become a reality," said Melaragno. "Beyond the partnership that we created together, we believed LifeSize was the right technology choice for On-Site Studios due to the high quality experience it delivers and the intuitiveness of its interface with the touch-screen phone. Customers do not have to think twice about how to use the technology, which makes them feel more relaxed throughout the process."

On-Site Studios purchased LifeSize UVC Video Center for streaming and recording functionality, as well as a 10x camera, LifeSize Express 220 endpoint, LifeSize UVC ClearSea licenses, and a touch-screen phone to round out its investment.



Results



After getting their business off of the ground, On-Site Studios acquired a number of clients in a variety of industries, namely healthcare and retail.

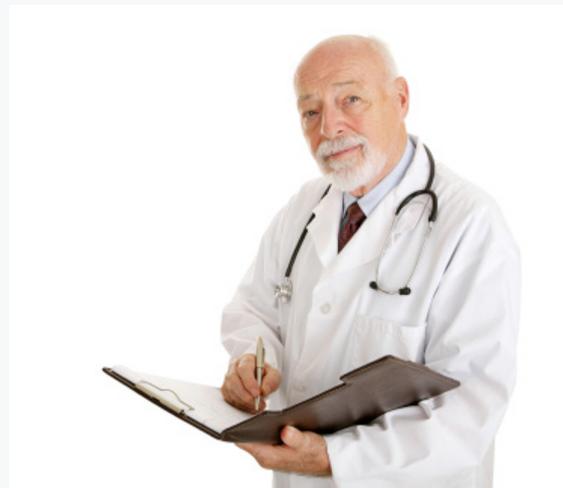
“Our customers realize the value of video in their marketing plan, but many don’t know how simple it is to produce high quality video content,” said Josh Jerabek, Account Manager at On-Site Studios. “We make the process simple for them and help them every step of the way from the strategy, production and management of the assets.”

For example, Mount Sinai Hospital in New York has used On-Site Studios to communicate video messages across its 1,000 physicians and specialists in the organization, as well as different campuses. They have even extended the use of their studio to local television news stations to conduct live interviews. Bellin Health in Green Bay embraced the idea of video-enabled biographies for physicians on its website, offering a chance for patients to get to know their doctor more personally than a picture and written biography would offer.

Ariens Company, a leading manufacturer for snow blowers and lawn care equipment, has integrated video in its product marketing strategy, sending videos of their products to distributors to highlight new features, benefits and points of differentiation across the competition. Additionally, Ariens produced a series

of support videos on how to repair their products and routinely post videos to YouTube to embrace social media marketing. The company is currently working on a new project initiative that will enable customers to scan a certain product’s QR code in a home improvement store that will take them to a product tour video on the customer’s mobile device.

“LifeSize was involved with On-Site Studios from the early days, and it would be extremely hard to do what we do without their outstanding technology,” said Jerabek. “They have truly gone above and beyond to help us build a product we can be proud of.”



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