

datavideo® vertical



KMU-200



A Streaming Guide For Live
Multi-Angle Production
For Social Media

Introduction

Vertical video (9:16) is expanding on nearly every social media platform, including Facebook, YouTube, Instagram (IGTV) and Snapchat. Producing live vertical content on these platforms is especially attractive to producers since followers can be notified in real-time when events go live. Smart phones have been used for creating vertical content, but there are limitations due to just having a single camera angle. To create more engaging vertical content multiple camera angles with live switching will take your productions to the next level.



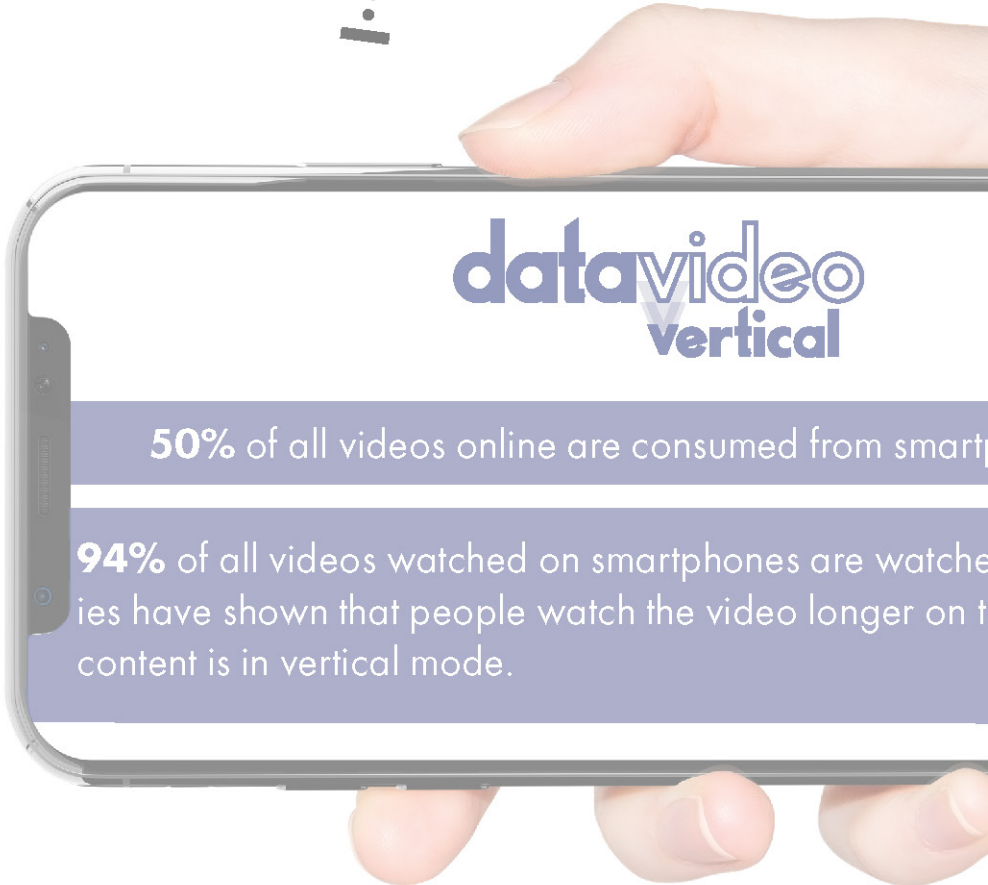
SE-500HD



KMU-200

This guide will walk you through vertical multi-camera productions using two Datavideo solutions:

The **KMU-200** video switcher uses a single 4K camera for multiple angles by selecting 9:16 regions of interest, and the **SE-500HD** multi-camera switcher can be set up to operate in vertical mode. Both workflows have their advantages depending on the event.



Why do vertical?



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vertical

50% of all videos online are consumed from smartphones.

94% of all videos watched on smartphones are watched vertically. Studies have shown that people watch the video longer on their phones if the content is in vertical mode.

Audience retention of vertical presentation is higher on mobile devices than traditional horizontal 16:9 video.



KMU-200

Multi-Camera Unit

Datavideo has developed a one-of-a-kind product designed for creating multiple camera shots with just one 4K camera. Simply connect your 4K camera into the input of **KMU-200** and you'll see the output of the camera displayed on a large 14-inch touch screen panel. Four different boxes will be displayed which will allow you to select regions of interest in either 16:9 format or 9:16 (vertical video). **KMU-200** will allow you to switch from the various regions of interest in real-time.



Streaming a Vertical Video

Live Production with 4 Region of Interests



Imagine conducting a panel discussion for a social media event where you set up one camera, but can switch from one guest to the next without having to move the camera. With the **KMU-200**, the selected output can then be processed for vertical streaming to your favorite platform (see workflow diagram on page 11).

Stream your production using one 4K camera, which creates four regions of interest, but gives you six channels for live switching. The six channel buttons incorporated into the lower right corner allow easy access to each region of interest, including two allocated for full screen mode and computer output.



*Shot 5

Single Camera Switching Multiple Shots



Shot 1



Shot 2



Shot 3



Shot 4

*Shot 5 - Full Screen



1. Joystick:

For pan and tilt control

2. Zoom In/Zoom Out Wheel:

For zooming in/zooming out the selected picture

3. Pan and Tilt Speed Control:

Fast/Med/Slow

4. Six-channels for switching:

1/2/3/4/FullScreen/PC

5. Monitoring by Headphone:

Volume Adjustment Knob

6. SD Card Slot:

For recording in H.264 Format

7. Audio Mixer Knobs:

MIC 1/ MIC 2/ AUX IN/ DIGITAL / MASTER

8. H.264 Encoding buttons:

BITRATE/REC/REC+STREAM/STREAM

9. S:1080P, L:720P, Vertical:

Lock for Pan/Tilt/Zoom

11. 14" Touch Screen

12. Output for pictures from PC

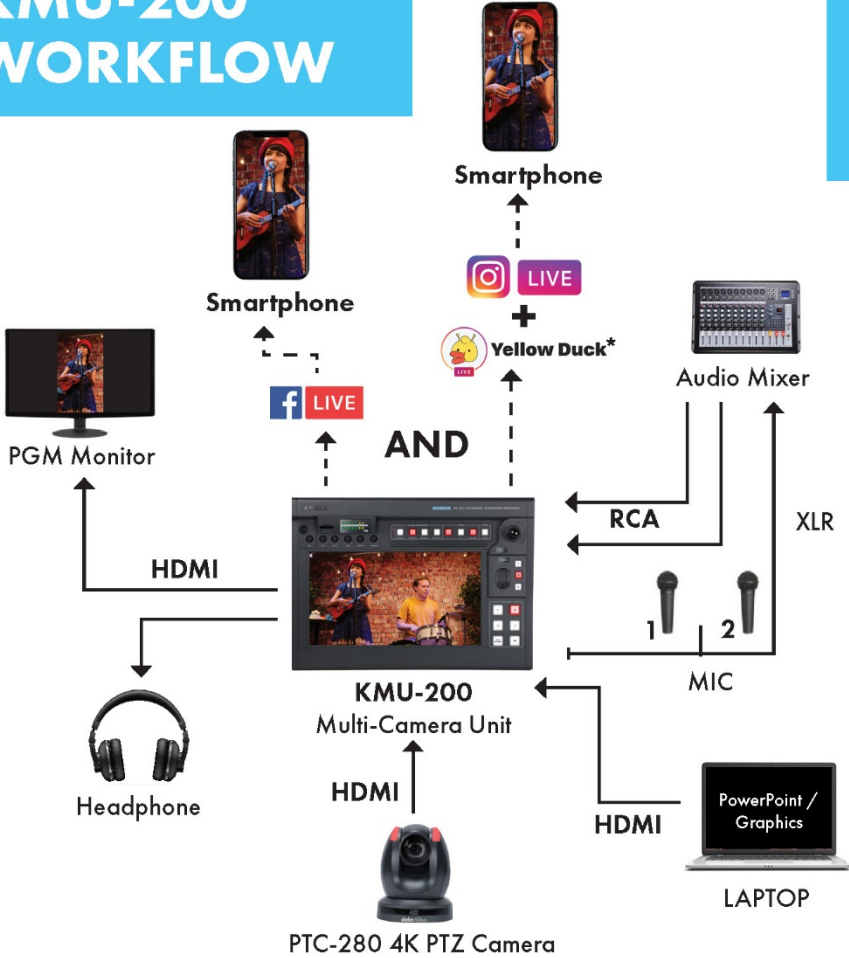
13. HDMI Camera Input

14. Video Input 4k / Loop Out

15. AUX and PGM

KMU-200 WORKFLOW

KMU-200



data video
vertical

KMU-200 has XLR and RCA inputs for mixing and embedding audio, a joystick for precise virtual camera movements, HDMI laptop input for graphics or PowerPoint, as well as a built-in streaming and SD card recording for capturing your live event.

*Use Yellow Duck to obtain stream key URL from Instagram.

SE-500HD

4-Channel 1080p HDMI
Video Presentation Switcher



For those vertical productions looking for camera side angles as well as front angles, you might find KMU-200 limiting for your use.

However, Datavideo offers a multi-camera input switcher called **SE-500HD**.



SE-500HD



4-Channel Vertical Video Switch

With this option, you have the ability to connect many cameras from multiple angles then preview the various camera shots vertically.

Simply select "vertical mode" in the switcher, rotate and mount your cameras 90 degrees and now you have changed your production output to vertical (9:16) format. Add microphones or additional audio sources into the **SE-500HD** to mix and embed your audio.

SE-500HD



BC-80
HD Block Camera
Vertical Video



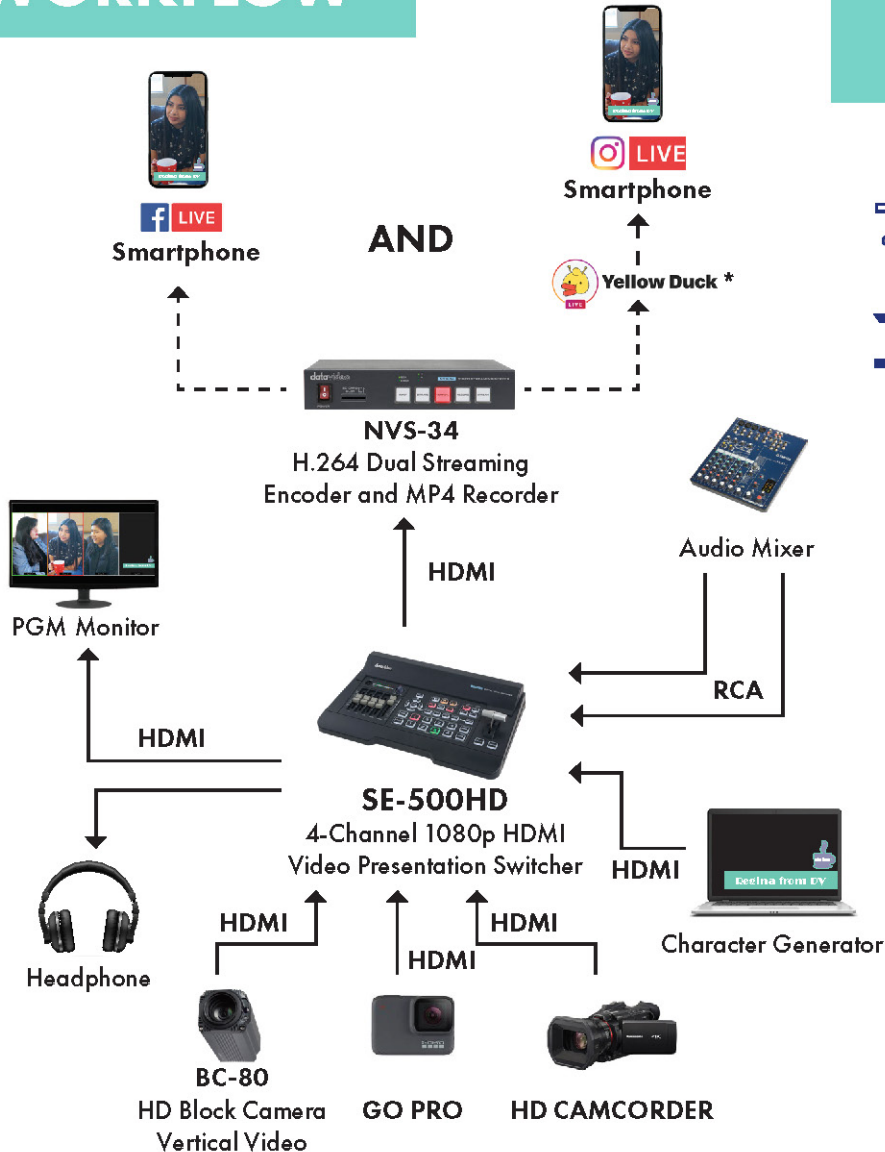


Add Key Graphics to Your Content

Since SE-500HD has luma-key, you have the option to key graphics in with a laptop input using PowerPoint or a CG program. Connect your laptop to one of the four outputs to key the graphic overlay.

Capture your HDMI output with audio using the DataVideo's NVS-34 Dual Streaming Encoder / MP4 Recorder to stream your Vertical content to your desired Social Media and CDN Platform that supports Vertical 9:16 streaming.

SE-500HD WORKFLOW



*Use Yellow Duck to obtain stream key URL from Instagram.



NVS-34 is a H.264 Dual Streaming Encoder and MP4 Recorder allows you to stream and record your multi-camera production with audio. It will encode and deliver your content in 16:9 or 9:16 (vertical) to your supported social media or CDN platforms such as IGTV, Zoom, SKYPE, or GotoMeeting.



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