



## PARTNERSHIP SUCCESS STORY

Learn how this local government organization is promoting live streaming

There are over 1,000 Business Improvement District (BID) organizations in the United States. These organizations share a common goal of promoting local businesses by marketing the areas that they serve. Malcolm Johnstone, the Executive Director, for the West Chester BID, has called live streaming “ahead of the curve”. Working with Johnstone, small businesses in the area have been using the PTZOptics Producer Kits to start live streaming as a means to promote their businesses in the downtown area. The BID has helped subsidize the cost of marketing these live streams at no cost to the business owner.

### SETUP DETAILS



#### PTZOptics Producer Plus Kit

Easily setup a live stream with the PTZOptics Producer Kit. This kit included everything needed to start.



#### PTZOptics ZCam-VL

This wide angle HD-SDI broadcast camera is ideal for capturing close up angles and integrates with the PTZOptics Producer Plus Kit.



#### Broadcast LED Lighting

Three Broadcast LED Light Panels were used to provide ideal lighting set to a warm 3200k color temperature.



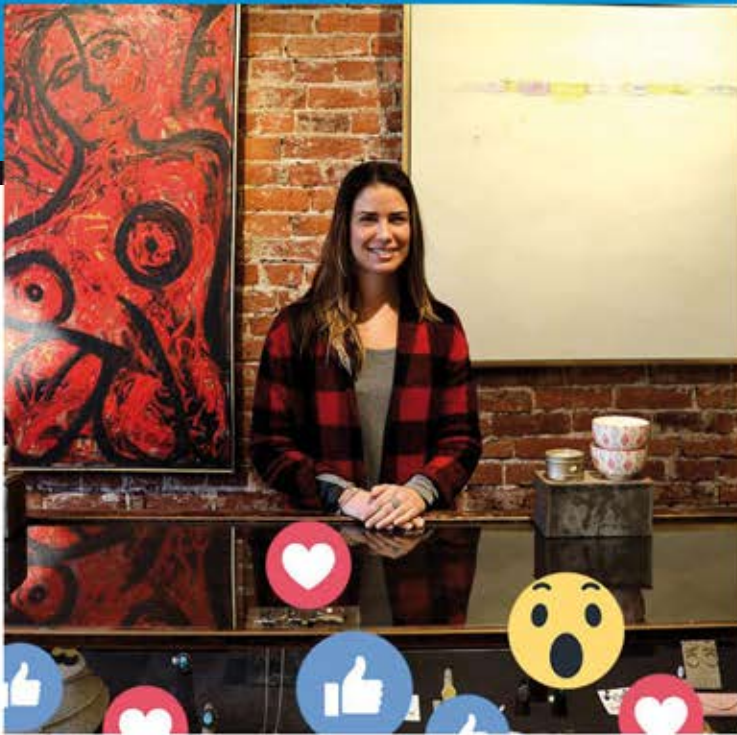
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# Small Business BIG Impact



- **Simple & Affordable:** Using the PTZOptics Producer Kit creates a “television style” production controlled from a single PTZ joystick with just a single video producer.
- **Large Audience Reach:** Small businesses in the downtown area are able to work with the West Chester BID to help subsidize Facebook advertising costs
- **Live Audience Engagement:** During the broadcast businesses can engage with their live audience. Whether the broadcast is available on Facebook, YouTube or both, business owners can follow up with interested prospects

## LIVE STREAMING IN 1, 2 AND 3...



Krystal Reinhard (Owner of Old Soul Decor) was able to use the free StreamGeeks video jump start kit to create brand specific imagery. One sidebar displayed item descriptions and pricing. The lower third bar provides contact information such as her phone number and location.



Using two cameras gave the producer 100's of camera angle options during the broadcast. One camera would be used for a wide angle shot and the next would be ready to transition into a close up

## WORKING WITH THE LOCAL BUSINESS IMPROVEMENT DISTRICT

[Download our guide for “Small Business Live Streaming”  
ptzoptics.com/smb](http://ptzoptics.com/smb)

A business improvement district (BID) is a defined area within which businesses are required to pay an additional tax (or levy) in order to fund projects within the district's boundaries.

The West Chester BID was able to help increase customer traffic and sales for Old Soul Decor with a Facebook Promotion supporting the live streaming efforts in this project.



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