



## CUSTOMER SUCCESS STORY

### Learn how a large conference makes \$100k+ selling virtual tickets

VidSummit is the leading Video Marketing Conferencing hosted in Los Angeles, California each year in October. 2017 was the first year VidSummit sold virtual ticket access to the live conference produced with PTZOptics cameras. Derral Eve's the event organizer, is a social media leader and YouTube influencer who was able to leverage his social media channels to drive massive amounts of virtual tickets for the event. The event was two days long and included live streaming from three separate rooms. Virtual ticket holders were given access to a private CDN (Enterprise Stream.Live) where they would receive exclusive access to the live conference plus on-demand access to the video content. 98% of virtual ticket sales also purchased the on-demand video content and virtual ticket revenue surpassed \$100,000.

## PRODUCT DETAILS



### PTZOptics 12X & 20X SDI

Powerful PTZ capabilities with 3G-SDI 1080p video inputs for video conferencing.



### IP Joystick Controller

Camera operators love using the IP Joystick which connects to PTZOptics cameras over a simple Ethernet cable.



### LiveU LU500

The LiveU LU500 was used to send a wireless RTMP stream to our private CDN in each room.



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# Event Streaming



- The picture to the left shows a PTZOptics 20X-SDI camera mounted on a tripod. This camera was used as an audience viewpoint ideal for capturing the Q&A.
- Virtual ticket sales paid for the entire VidSummit conference expenses. The event was so successful PTZOptics has a free course available for training.
- An IP Joystick was used to control three cameras in the main ballroom. Ethernet cabling is affordable and ideal.
- Don't miss the full behind the scenes video of this live streaming system available on our YouTube Channel.

## EASY CAMERA CONTROL FROM A REMOTE PRODUCTION AREA

Each PTZOptics camera also includes Ethernet control which is handled chiefly through an IP Joystick as you can see below but also available in various streaming applications such as vMix.



## ABOUT PTZOPTICS

PTZOptics provides high-quality video conferencing and broadcast cameras with HDMI, 3G-SDI, USB 3.0 and IP Streaming. Our approach to video camera manufacturing focuses on value. We strive to provide best in class features at affordable prices while we extend our reach with open source camera controls, free Crestron/Extron programming modules and amazing technical support.



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