

Since 1989, VSC Design Ltd, has been planning, designing, installing and servicing the requirements of a rapidly changing broadcasting and media industry, delivering the highest standard of engineering excellence and customer service across a variety of technology platforms.



freuds Newsroom Training Studio



freuds the communications and public relations firm founded in 1985 by Chairman Matthew Freud approached VSC Design Ltd to reorganise and redesign their Central London based media training facility 'The Newsroom'.

From their offices in London, freuds advise a wide range of corporate, public sector, private organisations and individuals - managing reputations, building brands & fostering trust. VSC needed to build a solution which would have freuds' facility up and running without delay and with the least amount of disruption.

Workflow Review

freuds' requirement was for VSC Design to analyse their media production workflow and recommend improvements. Their existing facilities had been built up over numerous years and were due for a review. They were over complicated to operate and a lack of documentation hindered support and did not allow freuds to realise the true potential of their existing equipment. In order to enhance and streamline operations VSC embarked upon

a complete re-installation of the facilities, producing a system that was not only simple and straight forward to operate but was also easy to support. As part of the workflow upgrade it was decided to make the studio and gallery area one open plan work space. This, although unconventional, means the "real life" television studio environment training freuds provides to its clients can be demonstrated in a more complete open style. A fresh new "news style" set was commissioned and VSC worked alongside the civil and set building companies to ensure the new facilities were delivered with the minimum of downtime and least amount of disruption. A prompt turnaround was crucial; the whole project being completed within one week.

One of the fundamental elements VSC had to consider when devising a solution for freuds had to be their client training needs. Immersing their clients into a real world broadcast scenario was imperative.





As a result the studio took on the appearance of a major broadcaster's facility similar to the BBC and Sky. The technology in the studio includes 4 Sony HD cameras, a Teleprompter, 6 Sennheiser radio microphones coupled with four Sennheiser in-ear monitoring units. The gallery is fully equipped for Chroma key 'green screen' via the vision mixer with AJA KiPRO ingest and replay capabilities coupled with Final Cut editing.

Real Life Scenarios

freuds are now able to offer their clients a number of different media training scenarios; "Newsnight" studio 1 plus 1 interviews, "down the line" remote interviews with questions being asked from remote locations and radio interviews where the clients are immersed into a radio studio setting with headphones and studio desk via a chroma keyed environment. All recordings are given to the trainees to take away with them to remind them of their

newly learnt techniques.

For larger groups VSC installed Telestream Wirecast streaming, allowing remote viewing in multiple training rooms.

Training & Support

In conjunction with the freuds newsroom solution, VSC provided operational training for staff ensuring that the newly installed equipment is used to its optimum.

VSC and freuds continuing engagement extends to providing an on-going Technical Support Contract, assuring the smooth running of the facility.

freuds are now in a position to accommodate their clients in the knowledge that their facilities are contemporary, realistic and easy to use with a reliable helping hand from a company they can trust.

"VSC have been at our side every step of the way in helping build and support our Newsroom training/development facility. I can't speak highly enough of the team's professionalism, good humour and 'can do' attitude--and the quality of their work is world class. I don't know what we'd do without them."

Samuel Smith, Associate Director, freuds