



Game Creek Video Relies on Canon to Deliver Broadcast Images to Millions of Viewers

// GARRETT SULLIVAN, VICE PRESIDENT OF FINANCE & BUSINESS DEVELOPMENT, GAME CREEK VIDEO, TALKS ABOUT USING CANON LENSES

On any given weekend, Game Creek Video has 25 to 35 state-of-the-art mobile production trucks on the road. Their fleet of mobile trucks serves some of the world's largest news organizations, television networks, and production companies, and ensures that major events are delivered to hundreds of millions of viewers with the highest production values. Adding several dozen Canon HDTV broadcast lenses to their fleet in 2016 alone, Game Creek Video has been standardized on Canon lenses since they started operations in 1993.

// TELLING A STORY //

Game Creek's production tools help to tell stories, and delivering those stories to meet their customers' standards is paramount. Garrett Sullivan, Game Creek's vice president of business development explains, "Directors love the tight shot. They want to see the player's eyes. They want the emotion – it helps them tell the story. That's why Canon's 95x and

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// Garrett Sullivan

100x lenses are such highly sought after pieces of hardware. Canon's products help deliver the shots we need to provide compelling drama."

With dozens of trucks in operation simultaneously throughout the country, service and support has been critical for Game Creek, as they cannot afford to have any equipment issues at game time. "The attention to detail we receive from our Canon service team is what keeps us loyal. It's one of the many benefits to being a Canon house – we have lenses go down all the time, with players running into them, baseballs smashing them, etc. We need to QC and deploy our

gear quickly. We're in the logistics business, and we need fast results. Canon service never lets us down."

In 2016 alone, Game Creek added two DIGISUPER 95 TELE lenses (XJ95x12.4B), which feature the longest

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telephoto length (1,178mm) in its class¹, 32 DIGISUPER 95 box lenses (XJ95x8.6B), two DIGISUPER 100 lenses (XJ100x9.3B), and 20 portable HDTV lenses (HJ14ex4.3B and HJ24ex7.5B). "The DIGISUPER 95 TELE provides us that little bit of extra zoom to get even tighter than the 100x," Sullivan noted. "One of our clients specifically requested it for an important game, and we've been thrilled with what we've seen from it. Even without the built-in extender, this lens gets over 20% further than the DIGISUPER 100, and

in tests we were able to get great shots from across the length of the entire football field."

// SUPPORT MATTERS //

Game Creek uses an impressive number of the Canon XJ95x8.6 DIGISUPER 95 broadcast lenses, and they put Canon's lenses through their paces weathering the shake, rattle, and roll of constant use. Game Creek meticulously maintains their production units, engineered to the highest production standards. With stringent performance standards, thorough maintenance of the Canon gear is completed on each truck's lenses once a year, with on-site Canon support at major sporting events. "The Canon Service group is outstanding and they've done a great job servicing our equipment at the largest events. Canon lenses are dependable assets, and as long as they are taken care of, they perform tremendously," Sullivan proclaimed.

The mission of Game Creek Video is to provide their customers with the industry's best technical, logistical, and production support with state-of-the-art broadcast equipment - to redefine the

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television experience. Customers depend on Game Creek for consistent quality results in high-pressure environments and they deliver award-winning productions of sporting events, concerts, award ceremonies, corporate events, and more. Canon's broadcast and field lenses – and the Canon service and support team – supports Game Creek productions every step of the way. "Canon is the gold standard in the sports production industry," Sullivan concluded. "Our clients want to make sure everything works. Canon products are reliable and we depend on these products for images seen by hundreds of millions of people." //

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More Information >> www.gamecreekvideo.com

1: Among 2/3-inch HD Broadcast Lenses, as of March 13, 2017

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