



Enterprise Video 

**Remote and Mobile Video
Originations:
By Air, By Sea, By Land**



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Video originations from remote and distant locations are nothing new.

In 1946, American scientists captured the first visual footage of earth from space using a 35mm motion picture camera that was attached to a rocket and snapped a frame every second and a half. The resulting video can be viewed at thehigherlearning.com.

In 1989, Dr. Robert Ballard, founder of the Institute for Exploration, in partnership with Electronic Data Systems (EDS), founded the JASON Foundation for Education. The joint effort was named the JASON Project and each year it conducts live interactive broadcasts from around the world. The initial broadcast was a video tour of the Titanic in 1989 to 225,000 students watching at 12 museums across the country. Ballard coined the name “telepresence” for the video technology used for the Titanic program.

These may be extreme examples. However, with technology advancements, the capabilities exist to originate live or pre-recorded video from virtually anywhere.

Company representatives can visually document incidents or send live content back to the corporate office for evaluation and guidance. This provides real time communications and may enable improved efficiencies that result in cost savings or increased revenues.

Field representatives of utility companies can document or feed live footage of weather disasters or incidents impacting service and requiring repair. Insurance agents can document and address accidents at home, business or on the road. Law enforcement agencies and first responders, including police, fire, medical, border patrol, National Guard and Coast Guard can provide visual documentation of incidents or confrontations. Local governments and construction companies can record the surveying and mapping of property lines and elevations.



In locations where cellular service, Internet access or satellite service is available, smartphones, mobile devices and field production systems can provide live originations. Lightweight portable systems are available to facilitate the transmission of live high quality footage using a variety of cellular technologies from multiple service providers.

Also, with video chat, employees can videoconference from virtually anywhere, increasing productivity and reducing travel time and costs.

For instances where audio is a critical element, organizations need to be sensitive to having the appropriate microphone capabilities. At a time where user and employee-generated-content (UGC, EGC) is accepted, if not encouraged, technology empowers individuals to create content and enables them to make it readily available and easily accessible.