

Even Cardinals' Opponents Notice Difference With Panasonic Camcorders

By: [Carolyn Braff, Managing Editor](#) | *Published: September 21, 2009*

At the end of the 2008 season, the Arizona Cardinals' video department began holding internal tryouts. Under the direction of Video Director Rob Brakel, the Cardinals' staff introduced two Panasonic AJ-HPX2000 P2 HD camcorders to replace the tape-based digital cameras the team had been using for the past decade. This season, the Cardinals' staff has made a full transition to the HPX2000, and the resulting image quality is so good, he says, that not only can he see the difference but other teams have commented as well.

"The Seattle Seahawks and Cleveland Browns are two teams that have commented on the quality of how our video looks," Brakel says. "They have said that they notice a big change. When they look at our stuff [over the NFL's file-based video-exchange network], they notice how much better it looks."

Brakel's team is using its two new AJ-HPX2000 2/3-in. three-CCD P2 HD camcorders in conjunction with an AG-HPG20 P2 portable recorder and the DVSPORT GameDay editing and data-analysis software package. During practices and games, Brakel's team shoots one HPX2000 from the 50-yard line, with the other in one end zone. Both camcorders are fixed on tripods and equipped with Fujinon XA17×7.6BRM ENG-style HD lenses.

Brakel outfits each five-slot HPX2000 with three 16- or 32-GB P2 cards.

"The P2 cards are tremendous for us, especially for practice, because they work so well with our DVSPORT product," Brakel explains. "To be able to ingest practice is very easy, and it's just a matter of minutes to get all the drills into our system and get it up and ready for the coaches."

The Panasonic workflow allows Brakel's team to shoot directly into the laptops, using Firewire to keep everything digital. The HPX2000 has an IEEE 1394 output that allows the operator to record directly to a hard drive on a laptop while recording simultaneously on P2 cards as a backup. The export process is so efficient, Brakel says, that, after road games, his team is able to prepare post-game video for analysis by players and coaches before they board the plane to head home.

"Shooting directly into the laptop saves us a lot of time," Brakel explains. "Sunday, on our flight home, we had 18 coaches' and players' laptops finished, so we had a lot of people watching film on our flight coming home from Jacksonville."

The AJ-HPX2000 records in more than 30 HD and SD formats including 1080p, 1080i, 720p, 480p, 480i, and 576i. With the AVC-Intra codec option board (AJ-YBX200G), the AJ-

HPX2000 can deliver 10-bit, 4:2:2 video for outstanding video production and news acquisition. For more information on the HPX2000, visit www.panasonic.com/P2HD.