

PROAV DESIGN GUIDE

Production Studio

In-house broadcast studio for streamed meetings, webinars, and live events - up to 5 presenters.



Reference layout: optional green screen wall, dual 65" presenter / confidence displays, Blackmagic camera kits, ceiling-array audio, ON-AIR control.

Broadcast-quality streaming, in-house.

The Production Studio is purpose-built for broadcast settings with a capacity of up to five presenters. It's ideal for corporate and educational use - streamed meetings, webinars, town halls, training, and live events - where you want broadcast-quality audio and video without booking an outside studio.

Every component is certified and tuned for optimal A/V quality: Blackmagic Pocket Cinema cameras with prime lenses through Magewell HDMI-to-USB capture, Shure MXA920 or MXA310 microphone arrays into a Shure P300 IntelliMix DSP, and SoundTube or Shure Dante soundbars for monitoring. Presenters can engage their virtual audience without technical interruptions.

The layout supports an optional green screen with appropriate lighting for virtual-background work, plus a companion touch whiteboard - DTEN D7 or Avocor - for annotated walk-throughs. Room control runs through a Crestron TSW-1070, Neat Pad, or Logitech Tap IP, with scheduling at the door for ad-hoc bookings.

KEY FEATURES

Dual 65" Displays

Blackmagic Cinema Cams

Green-Screen Ready

Shure Array Audio

Teams or Zoom Room

Optional Touch Whiteboard

FOOTPRINT

30' x 30'

900 sq ft
Presenters: 5-8

TECHNOLOGY

\$35K-\$65K

Dual 65" displays,
Blackmagic Video

FURNITURE

\$35K-\$50K

Streamlined desk +
integrated cameras,
cubbies,

PRICING NOTE

All pricing is conceptual and based on the wide range of product choices available. Each space has unique considerations: acoustics, build-out, labor, and infrastructure.

SPECIFICATION SHEET

Recommended Equipment Schedule

Curated AV stack used in this Production Studio reference design.



TECHNOLOGY PRODUCTS

DISPLAYS & MOUNTING

- LG 65UL3GB 65" 4K UHD Commercial Display (2x)
- Chief XTM1U X-Large Micro-Adjustable Tilt Wall Mount (2x)
- Chief FCAV1U Pull-Out Accessory (2x)

CAMERAS & CAPTURE

- Blackmagic Pocket Cinema Camera 6K G2
- Olympus M.Zuiko Digital ED 12-40mm f/2.8 PRO lens
- Magewell USB Capture HDMI Gen 2 (HDMI-to-USB)

AUDIO

- Shure MXA920 ceiling-array microphone (or MXA310 table array)
- SoundTube IPD-TSB2.0 Dante soundbar (or Shure MXA710 Dante soundbar)
- Shure IntelliMix P300-IMX DSP

NETWORK SWITCH (CHOOSE ONE)

- Luxul AMS-1816P 18-port PoE+ AV switch
- Netgear M4250 GSM4210PD 8-port AV-line switch

Blackmagic Cinema + Magewell

HDMI-to-USB capture into the Teams or Zoom appliance.

COMPUTER / ROOM APPLIANCE

- Crestron UC-CX100-T (Microsoft Teams Rooms) or UC-CX100-Z (Zoom Rooms)
- HP Collaboration G6 PC or Zoom-verified Windows IoT
- Logitech wireless keyboard w/ touchpad (config only)

ROOM CONTROL (CHOOSE ONE)

- Crestron TSW-1070 10" tabletop touch panel
- Neat Pad 8"
- Logitech Tap IP 10"

SCHEDULING PANEL (CHOOSE ONE)

- Neat Pad 8" (wall or side mount)
- Logitech Tap Scheduler 10" (wall, glass, or side mount)
- Yealink RoomPanel 8"
 - Crestron TSS-1070 10" (wall or glass mount)

OPTIONAL TOUCH WHITEBOARD / FURNITURE

- DTEN D7 55" or 75"; Avocor 65" or 75" touch display
- Cables: HDMI 10 ft, Cat6 10 ft, Cat6 plenum 50 ft, cable management hardware
- Furniture partners: Salamander Design, Heckler Design, Steelcase

TIMELINE

DESIGN

2 weeks

PROCUREMENT

2 weeks

PRODUCTION

2 weeks

INSTALLATION

2 weeks