

In the News

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Prestonwood Baptist Church Adds An Array Of Fujinon HD Lenses To Its Media Facility

Brian Geldin April 3rd, 2008

PowerPoint Ministries with Jack Graham To Broadcast Worldwide in HD

WAYNE, NJ, 3, 2008 —Prestonwood Baptist Church, one of the largest churches in the country with 28,000 members, has selected an array of Fujinon HD lenses as part of a major equipment upgrade at its media facility and for the church's media ministry, Power Point Ministries with Jack Graham.

An assortment of nine Fujinon HD lenses was chosen for placement throughout the 7,000-seat worship center of the Plano, Texas church, which is pastored by Dr. Jack Graham. The church selected two HA88×8.8BESM telephoto field lenses with Precision Focus. These lenses are positioned in the back of the worship center. The particular



lens size was chosen for its ability to capture the beautiful architecture as well as giving viewers a close shot of the choir and the pulpit. HA88X8.8BESM lenses feature Precision Focus Assist and combine the industries widest angle in class with an 88X zoom range in addition to Fujinon's exclusive Aspheric Technology and newly developed EBC coating which reduces ghost and flare and increases light transmission.

Three HA27×6.5BESM premium studio lenses, with Precision Focus Assist, focus breathing compensation and advanced back focus were also chosen. These lenses are being positioned in the choir loft and in front of the pulpit area. From that vantage point, viewers will see members of the choir performing as well as providing a unique view of the worship center.

For dramatic production shots, one HA13×4.5BERM super wide angle ENG/EFP with 2X range extender was selected. It will be used on a CamMate jib throughout the worship center. The three HSS18×5.5BRD standard focal length lenses will be used on robotic cameras in various positions as well.

The lenses will be mounted on a variety of Sony HD cameras, namely three Sony HDC 1400 Portable HD cameras, three Sony HDC 1000 studio HD cameras and two Sony HDC-X310 compact remote control HD cameras.

Messages from the pulpit serve the church family at two sites—the Plano Campus and Prestonwood North Campus—and millions more throughout the world via PowerPoint Ministries with Jack Graham.

The program is seen worldwide through an expansive network of local, national and international broadcast and cable systems, reaching as far as Australia and Iraq.

Prior to the addition of new equipment, the church's media staff had been carrying out their broadcast production schedule on outdated equipment, according to PowerPoint Executive Director Scott Seal. "By most church standards today, the broadcast equipment we had in place for a church of this size was seriously antiquated," he said. "Most of it was purchased 10 years ago, when our Plano building was first constructed. It was definitely time for an upgrade."

The media upgrade was three years in the making when church officials set their sights on the goal to begin producing PowerPoint Ministries for worldwide broadcast in HD. "The specific choices had to meet strict criteria and help us stay focused on the goal of our ministry: to continue to share our message with a wide audience and do so with excellence. That led us to select Fujinon among our new equipment providers," Seal explained.

During equipment selection, careful consideration went toward making sure the church had not only acquired the best available equipment but had also chosen pieces that would maintain that excellence through future technological advancements, Seal said. "The option of switching to a digital format was there, but it didn't eliminate the need for another upgrade in four years," he said. "Ten years, in technological terms is a lifetime, but we're confident in the equipment we've selected that we're accomplishing our goal and will be using these products for at least that long."

Prestonwood Baptist Church plans to use its new HD equipment live for the first time during the worship service on Mother's Day Weekend.

About Fujinon

Fujinon is a major manufacturer and distributor of optics and lens assemblies for the broadcast, digital cinema and industrial markets. The company's line of television zoom lenses are used in virtually every segment of the broadcast industry, including electronic newsgathering, studio and field production, and high definition television. For more information about Fujinon broadcast and communications products, call (973) 633-5600 or visit our web site at www.fujinon.com.