

ENHANCING THE MESSAGE FOR TODAY'S MINISTRY

CHRISTIAN MAGAZINE

VIDEO

April
2009

STREAMING VIDEO

in the reach
of every
Church

By Steve Hewitt
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"Like a studio in a shoebox"



CHRISTIAN VIDEO

M A G A Z I N E

April 2009

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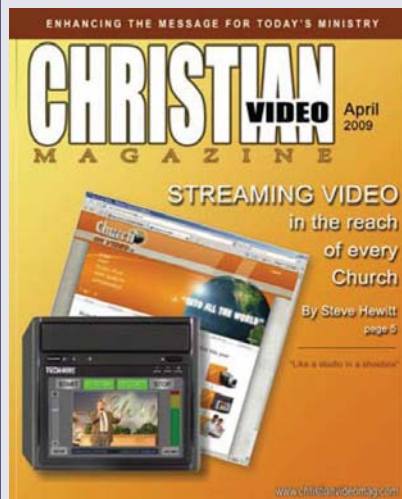
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Cover Story

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Church on Video Tech-Werks



My church has been looking into everything that involves putting our worship services up on the Internet in video format. Since our church has been growing, we already have some cameras set up to broadcast the sermon to a second room on our campus. We even had a switcher, so more than one camera could be used, and someone could switch from one camera shot to another, allowing us to go from close in shots, to wide platform shots. However, the big question for us, as we prepared to record videos for people to watch on the Internet was, “How?”

How do we import them into our computer? How much hard drive space would it take to hold an hour long recording? How much additional RAM would we need? How would we convert it into the best format to place on the Internet? How would we be able to do a live stream of our services if we so desired? And, how many more people would it involve to train and be ready to serve to get the job done?

While finding the answers to these questions might seem daunting, we found a simple to use solution that provided the answer. We have obtained the new 7” Touch Screen Encoder from “Church on Video”. While the company, “Church on Video” is new, the men behind the company and this new product have a long history of success in the business world, as well as serving as Christian leaders in ministry. See the side bar with this article for more information about the “men behind the machine”.

I know it is hard to introduce a new product to the Christian marketplace, and feel that if you knew a bit about the people, their past histories in serving worldwide ministries such as the Billy Graham Training Center and Personal Office, T.D. Jakes Ministries, Christian Living Word Ministries, Trinity Baptist Church, and many more,

you will get a better feel for why their product does such a great job. Also, realize that I am not just reporting about the product, but actually purchased one for our church and have been using it for the last month.

How can a new company have such a history with so many ministries? Bill Baker the founder of Tech Werks, has worked with ministries since the mid ‘70s. He started developing encoders in 2000 that were, due to the technology available at the time, very expensive. Tech Werks partnered with Church on Video to market this new product to churches worldwide. The men behind Church on Video have worked with large international ministries to the small corner church. Church on Video and Tech Werks both have a passion to give every church a tool to help spread the gospel by using the Internet, by combining Tech Werks technical expertise with Church on Video’s ministry and Internet experience and web services they have made broadcasting live and on demand video easy and affordable for any church!

Ok, so what is the “Touch Screen Encoder”? It is a device that is around the size of a loaf of bread. The front has a 7” color touch screen and the back has a variety of input and output devices. It is completely self-contained.

Using this device means you do not have to worry about using one of your computers. The device does all the work that you would need a computer to do, and there is no hardware or software to install.

You simply take the encoder out of the box, connect the power cord and Internet connection on the back (you need a cable connection because the company believes WiFi is not reliable for LIVE streaming) and connect to an audio/video source and you are ready to go! I used the device with several cameras, even using my personal DVD video camera, and I am delighted with the results.

Once you have connected your camera, or another audio/video source, you can touch the "Start" button on the front of the touch screen to begin streaming LIVE and Recording. Of course, you can choose to either stream LIVE only or Record Only. When you are done, you touch "Stop" and are presented with the option to "Auto Publish" your video. Simply touching the "Yes" button sends your video to your account in the Tech Werks broadcast centers for on demand viewing. The provided online SMART software allows you to manage your videos with multiple optional features. From there you are provided with the cut and paste code to embed all of the videos in your own website, or have a page built automatically for you! There are also several other options to publish your video on the Internet if you are a web programmer, including sending out e-mails to notify people of a new video. For our church, we will simply run an audio/video connection from our splitter, so that as the video is going to our East Auditorium for our overflow crowd, we will also be capturing it so we can provide it on our website to watch LIVE for those that couldn't make it to the services.

What if we wanted to actually do a LIVE stream of our Easter Services over the Internet? When the encoder turns on, it is ready to Stream LIVE and Record. When you are ready to start streaming LIVE and/or record, just press "START". When you are streaming LIVE, the encoder automatically notifies the "SMART" on-line software, The "SMART" on-line software then adds a "WATCH LIVE" link on your web site. You are now streaming "LIVE" to the entire world. When you "Stop" streaming LIVE the "SMART" on-line software removes the "WATCH LIVE" link. The video is automatically published to your website to be viewed on-demand, and



William (Bill) Baker — Founder

Bill has over 33 years experience in broadcasting and has worked on some of the top rated television programs worldwide.

Bill and his companies has supplied engineering services, manufactured TV remote trucks and built TV control rooms the top ministries and supplied

edit facilities and remote production trucks that many ministries rented. These ministries have included Kenneth Copeland, Billy Graham Training Center, "The Cove", Jesse Duplantis, Mike Barber, TD Jakes, Gospel Music Television, WSFJ-TV are just some. One of his highlights has been traveling international with Dr. Billy Graham for over 15 years.

Bill also travels with the major television networks as a technical manager working on programs like Good Morning America, Today Show, 20/20 and World News with Charley Gibson.



Allen W. McDaniel, Jr. — CEO/President

Allen began his career in the 1960's as a consultant in New York City specializing in communications. In the late 1970's he entered the ministry and has for the past three decades combined that business expertise with a passion for serving the Kingdom of God.

Mr. McDaniel has served as a pastor and Church planter for several churches prior to living as a missionary in Central America. That work has now taken him to 4 continents to preach and teach the Word of God. Allen conducts seminars on "Biblical Principles for Success in the Workplace" across the country and around the world.



John A. Bonicoro – VP Sales

John first worked with Allen in the late 1970's this is where John met the Lord and became dedicated to serving the Kingdom of God! Prior to Church on Video, John started an Energy Service Company in upstate New

York. In a period of just over six years that company grew into a multi-million dollar corporation. Looking for a better and more effective way to serve the Lord and help spread the Good News, John sold his interest in that business and joined with Allen as an equity partner and now oversees the total sales efforts of Church on Video, John currently serves on several ministries in his home church

can be sent “around the corner and around the world” as the folks at Church on Video like to say.

There are some other neat features that I wish to share, but did you get it? You take it out of the box, attach the power cord, the Internet cable, video/audio input cable (red, white and yellow), hit the start button on the front screen and touch one on-screen button and you’ve GOT it! Fantastic!

So, what about controlling the audio level of your recording? If you are hooking a mic directly to the Encoder box, as I do when creating my own videos using my DVD camera, there is no problem. On the right side of the video displaying on the 7” touch screen is a meter, and on the left side is a touch screen slider bar allowing me to turn up or turn down the audio input. It couldn’t be easier.

What if you want to record a video, but are outside or at a location that does not have the ability to connect to the Internet? No problem. The encoder can store over 900 hours of video. When you get back to your office connect it to the Internet and press the upload button on the Encoder and the video is transferred to your video account

and can be published on your web site. You can also access all of the files from the encoder to your desktop computer. This is great if you want to archive your videos, transfer the video files into an editor to add special graphics, features, or other editing. The encoder records the file as a Windows Media Player file (.wmv) but, since you can export it from the encoder into a computer, you can use an editing program to convert it to other formats. Tech Werks is working on upgrades that will allow for other file formats, including H.264 for video on the I-Pod.

Tech-Werks provides the “SMART” On-line Management Software which works seamlessly with the encoder. Even if you didn’t have a church website, Tech Werks “SMART” on-line management software, dynamically generates two different HTML/web pages for each client. One web page is a list of all your on-demand videos and adds a “LIVE” link when you start broadcasting “LIVE”. The second dynamic HTML/web page that is generated is a list of all of your on-demand videos, a “LIVE” link and adds client’s company name (Church name) and address. This page could be used as your “Home” page if you do



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The encoder is so easy to use; I hesitate to delve into the many different options that they allow you to tweak. For example, you can upload your own logo or a playlist of graphics to the encoder when it is connected to your network. From the touch screen, select “setup” and there is a menu of ten different areas of options for you to customize your videos. With the logo, you can set the location, as well as the level of transparency, which can really make your video’s look professional. I think most of the optional adjustments will be best left alone for the average user, but there are some that you might want to adjust. For example, you can set the encoder to stop recording after a specific time limit with its available Auto Stop feature.

Want to see some samples of how it looks? Visit <http://www.churchonvideo.tv> and click on the “sample videos” link at the bottom right. You will also want

to check out the FAQ page to help answer any questions you might still have. What’s the cost? It will cost \$1,500 (discounted for churches, ministries and non-profit) for the encoder (remember, it replaces your need for a high graphic powerful computer with what would have to be a large hard drive), and there is a \$200 monthly fee if you want to use their services to stream LIVE and to store your videos for on-demand—significantly less than most other methods of getting the Word out ‘into all the world.’ I encourage you to give them a try. I am very pleased with the encoder, the services at Church on Video and Tech Werks, and the obvious desire of those involved with this venture, to serve our Lord in helping ministries across the world broadcast the message of Christ to billions!

CV



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