

February 2010

MEDIA RELEASE

LIVEWIRE PRODUCES VNR FOR UNITYWATER

Livewire was recently engaged to produce a Video News Release for Unitywater the business that will provide water and sewerage treatment to the Sunshine Coast and Moreton Bay council regions. Unitywater will be one of three water supply and sewerage services distribution and retail businesses established in South East Queensland under the State Governments water reform measures.

The VNR was Livewire's first to be delivered on Broadcast Quality XDCam Professional Disc in Standard Definition. Livewire's vision was used on 7 Local News Sunshine Coast and WIN News Sunshine Coast both regional broadcasters support the ingest of XDCam Media.

We were among the first production houses in Brisbane to purchase the Sony XDCam HD PDW-700 cameras in 2008 and have been prolific supporters of the format and its versatility from ingest to delivery. The delivery of this VNR on XDCam shows Livewire's commitment to being ahead of the rest. Traditionally, our video news releases are shot on XDCam and mastered to SX Tape for Brisbane Media, however as this was uniquely for the Regional Market we saw the opportunity to deliver it in the cutting edge format and look forward to continuing this in the future.

[View a clip here](#)

*Livewire Productions is an innovative media house servicing clients from around the world. With access to Australia's best camera operators, sound recordists, editors, graphic designers, presenters and producers, **Livewire** specialises in corporate, promotional and OH&S DVD's, television documentaries, video news releases and rich media. Our in-house facilities are second to none with high end digital production equipment and collective industry experience second to none.*

ENDS