



VIDEOLINK
AN AVI-SPL COMPANY



- Multi-media production company
- Specializes in healthcare education
- Headquartered in Orange County, CA

SVC International (SVCI) is an award winning video production company specializing in creating multimedia products for top-tier clients in the healthcare industry.

Their focus is directed toward the fulfillment of the expressed goals and objectives of their clients. They help them to educate, inform and engage their target audiences by designing the most effective media solutions available today.

SVCI uses VideoLink to shoot new heart valve procedure live in operating room.

For over 15 years, SVC International has chosen VideoLink as its third-party provider of equipment and crews to create custom product designed video.

- Challenge** Produce a multi-camera shoot in an operating room
- Solution** SVCI partners with VideoLink to complete project
- Results** Successful shoot and happy client

“I trust my partners at VideoLink to work with me at the highest level, and in that way, they are an extension of SVCI's reputation and quality standards.”

Susan Sherman
Producer & CEO
SVC International

SVCI specializes in healthcare education including traditional and integrative/alternative medicine.

The programs they have produced feature leading edge physicians, surgeons, scientists and experts of various disciplines.



**SVC
International**

2486 Tequesta St.
Tustin CA, 92782
(714) 665-9953

svcinternational.net



Videolink reporting to the OR.

A leading medical device firm tasked SVC International with producing a multi-camera OR shoot to introduce a new heart valve delivery system to the market. The company wished to record the implantation of the device to teach surgeons, cardiologists and the entire support team how to use this new product in a live situation. This required a video crew who could capture every angle of the procedure simultaneously in a single take, without any interruptions to the surgical team. They also had to take video feeds from specialized, high-end devices in the OR, some of which are not usually compatible with broadcast standards.

An extension of the team.

SVCI partnered with Videolink to meet the specific needs of the project. The shoot required nine cameras and feeds from three monitoring systems, all within a small space and with the highest quality. According to Susan Sherman, "The experience of the Videolink team was the key ingredient to a successful execution of the plan we set forth to meet this challenge."

"Together, we created one of the most complicated and successful OR shoots in the industry," Sherman observes. "The client commented that they obtained better footage in one procedure using the SVCI/Videolink team than they had in multiple procedures using an in-house vendor."

A seamless partnership. Another happy customer.

"When it comes to shooting in an Operating Room (OR), the production team must fit in seamlessly with the operating team," notes SVCI's Producer/CEO Susan Sherman. "It becomes more than just providing the right equipment. It involves tailoring every aspect of the shoot to fit within hospital requirements and patient safety of a live surgical case. I trust my partners at Videolink to work with me at the highest level, and in that way, they are an extension of SVCI's reputation and quality standards."