

SVC International

For over 15 years, SVC International has chosen AVI-SPL 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 AVI-SPL VideoLink to complete project
- Results** Successful shoot and happy client

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.



The Client

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



“ I trust my partners at AVI-SPL 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

AVI-SPL Videolink reporting to the operating room

A leading medical device firm tasked SVC International with producing a multi-camera operating room 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 AVI-SPL 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 AVI-SPL 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/AVI-SPL 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 safe of a live surgical case. I trust my partners at AVI-SPL VideoLink to work with me at the highest level, and in that way, they are an extension of SVCI's reputation and quality standards."

For more information on AVI-SPL VideoLink's video production services and capabilities, contact us at sales@videolinktv.com.