



ROSS

Case Study Time Square Church

Section 1 Introduction

Times Square Church was founded by Pastor David Wilkerson in 1987, and it moved to its current location in the Mark Hellinger Theatre in 1991.

Situated in the Theater District of Manhattan in New York City, the Church is an interdenominational congregation that aims to minister to those in the New York area and beyond.

TIMES SQUARE CHURCH



Section 2 The Challenge

Times Square Church had the unique situation of moving to New York City and trying to build a community during a global pandemic. Due to lockdowns, they couldn't bring people into their building, so they needed to bring church to them.

Their challenge was determining how to get the high-level, engaging church experiences to the living rooms of their community. The church has been traditionally known for its beautiful facility and inspiring in-person experiences, so reaching beyond the New York community was never a goal. During COVID lockdowns, they were forced to be creative with how they reached the community. As a result, they were able to leverage existing technology to capture and edit services that were streamed/broadcasted to their viewers.

When it came time to restart in-person church services, Times Square Church was in a challenging situation. The times had changed, and the technology that served them to capture, edit, and broadcast their services during the lockdowns could not be used to host in-person services and broadcast at the same time. The church leadership knew something had to change, and they needed a solution that would allow them to have in-person services while broadcasting via the internet to their community who could not attend in person.

While this goal seemed impossible, they reached out to several vendors to see if they could help solve the problem of technology and workflow. Being that the church is volunteer-based, they needed an upgrade in technology with equipment that was also volunteer-friendly and easy to operate. They also had another unique challenge: the church is located in a beautiful historic building that needed to be shown and represented in their online broadcasts. This meant that they needed to capture wide camera shots from unique positions and install equipment that minimally impacted the architecture and design of the building.

Unfortunately, they didn't have the technology to empower them to translate the in-church experience to an online remote experience. Their challenge was not just a technological one – it was a creative issue. How can people at home feel the excitement and enlightenment of a live in-person event? At the same time, they also needed equipment that is intuitive, easy to use, and offers a short learning curve.



Section 3 The Solution

During their search for a solution, they came across Ross Video, which introduced the church and their system integrator to solutions for robotic camera systems and hyperconverged production as the technology path – they were both excited about the potential. After countless meetings, discussions, and designs, Ross landed on a way to help the Church with their creative and ease-of-use problems.

Thanks to the work of Special Events Services (the system integrator), Ross Video, and the church, the solution that was accomplished was something special.

Ross prescribed a solution that addressed all Times Square Church's challenges – this consists of the Furio robotic camera system, the software-defined Ultrix Carbonite hyperconverged router and video production switcher platform, and the DashBoard facility control system.

Ross gear for Time Square Church includes:

- [2 Furio Robotics – Learn More >](#)
- [Ultrix – Learn More >](#)
- [Ultrix Carbonite – Learn More >](#)
- [DashBoard – Learn More >](#)
- [TouchDrive TD2S – Learn More >](#)
- [OpenGear – Learn More >](#)



Section 4 The Impact

The track-based Furio system provides Times Square Church with smooth, accurate cinematographic camera moves that capture the room and provide compelling imagery for production. By strategically placing the track system, Furio provides full room and angle coverage while also staying out of viewers' line of sight once they are allowed back into the church. Furio dramatically improves the visual experience for the home viewer without impeding the

The Ultrix Carbonite switcher, along with the TouchDrive (TD2S), gives the church a video switcher experience that allows volunteers to operate and execute Sunday services with the level of excellence that matches the beauty and detail of the in-person experience. The Ultrix Carbonite platform allows the church team to grow and expand their production as their needs change in the next few years.

DashBoard is the Ross Video control system that allows the church production director to control all the equipment from anywhere in the building. In fact, DashBoard can be used to control the equipment from anywhere in the world. This is important because DashBoard opens up the possibilities for seamless and simple volunteer execution and experiences. A volunteer producer can be sitting in the room helping with the services, and with a click of a button, they can have total control of the LED wall or lower thirds.

Times Square has realized through this process that they are not only able to provide a live streaming and broadcast experience for their church in the local New York area, but now they can reach the entire world. When speaking about the system, Luke Laprarie, Production Director at Times Square Church, says, "With these new systems, it really just allows us to create an online experience that is better matched to what it feels like to be in the room itself. The system also allows us to impose lyrics and sermon notes, and that's a big aid in giving a visual element to what's happening on screen. This Ross system allows us to achieve that flexible nature that we need."

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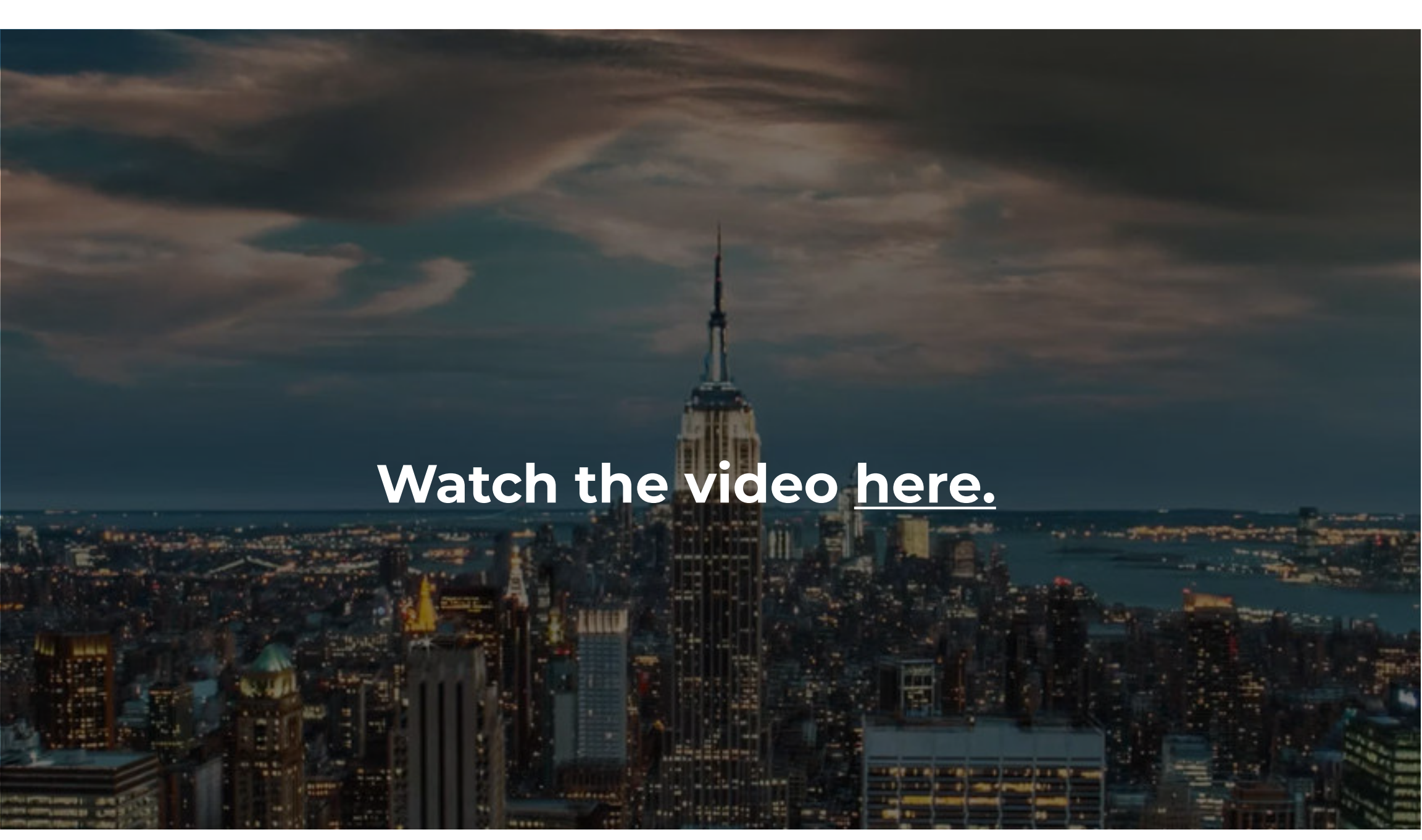
To learn more about how Ross Video is creating unforgettable matchday experiences for sports fans, while streamlining operations for in-house production teams

[Explore our Sports Venue Solutions page.](#)



"I think pre having these infrastructure and team available to us. We weren't telling our story, now that we realized the power of just getting these stories out. You get people involved, people want to

Anoinette Lenza,
CFO Times Square Church.



Watch the video [here](#).