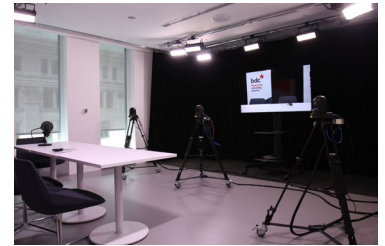


Applied Electronics Brings BDC's Inspiring Vision to Life with New 4K Live Production Studio

Montréal, Québec



BDC is the bank for Canadian entrepreneurs. It provides access to financing, as well as advisory services to help Canadian businesses grow and succeed. BDC is the only bank devoted exclusively to entrepreneurs, and it promotes Canadian entrepreneurship with a focus on small and medium-sized businesses.

BDC required a 4K live production studio for purpose of webcasting its presidential addresses, training sessions, educational series for its clients, and other corporate events.

In Spring 2019, BCD awarded Applied Electronics the contract to design, install and integrate a Broadcast studio into its headquarters located at Place Ville Marie in Montreal, Quebec. Applied Electronics also provided system training for key operators of the broadcast studio in order for the BDC to maximize its new investment.

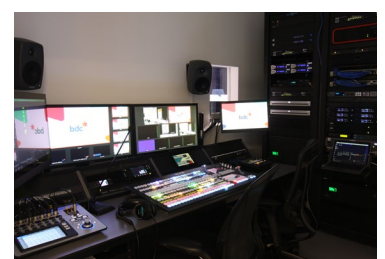
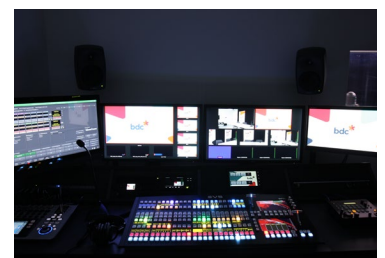
Offering production configuration flexibility, BDC's new 4k live production studio boasts a main stage that can be converted into a Chromakey broadcast booth to deliver creative graphics and backdrop options

to meet program requirements, brand compliance, and the needs of its clients.

The studio's audio, 4K video and control signals are routed through direct connections via copper cables to the adjacent production control room where the local switcher, integrated audio DSP and console resides.

The studio is equipped with three 4K PTZ cameras, Chromakey backdrop, pro-grade studio lighting, 4K switcher, recording & networking infrastructure, monitoring, audio, acoustic treatment, presentation equipment, Skype/WebEx integration, teleprompter, wireless IFB, voice-over software, and booth furniture.

Applied Electronics completed the 4K live production studio in August 2019. Although the new studio is primarily used to produce BDC's educational program series, which shares inspiring stories of entrepreneurial spirit, business knowledge, tips and resources with its client base, it is also available as a rental facility to entrepreneurs inspired to produce their own marketing material.



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