



## HOW CANON PTZ CAMERAS HELPED A TIBETAN MEDICAL CENTRE MASTER THE ART OF STREAMING

From Austria to the world, find out how “School of Inner Medicine” – Nangten Menlang International – extended ancient Tibetan teachings to a wider online audience.

### Objectives

- Stream live and hybrid yoga and body movement teaching sessions for a wider online audience
- Create more immersive and engaging teaching sessions with a professional look

### Challenges

- Small production team with limited resources
- Tight studio space with multiple monitor screens
- Hosting a high volume of sessions during the pandemic
- Upgrading from a standard webcam

**Company Name:** Nangten Menlang International  
**Industry:** Health & Wellness  
**Founded:** 2008  
**Location:** Vienna, Austria  
**Services:** Body movement & meditation practice  
**Website:** [tulkulobsang.org](http://tulkulobsang.org)  
**Products purchased:** CR-N300 (2 units)  
**Canon installation partner:** Tools at Work

### Approach

Nangten Menlang International worked with its partner Tools at Work to find the right imaging solution for their needs. After an initial consultation, Tools at Work recommended the range of Canon PTZ cameras based on its razor sharp 4K UHD imagery, compact form factor and ability to effortlessly live stream with its IP protocols.

### Scope

Founded and directed by Tulku Lobsang, Nangten Menlang International offers many teachings and educations in Tibetan medical philosophy and the Tantrayana healing wisdom. The organisation is based in Vienna, Austria, but holds an international presence. Furthermore, there are several country-specific Nangten Menlang Associations. After the pandemic, they needed an easy solution to produce online teachings.



## Results

- Professional image quality for immersive teaching sessions
- Streamlined production workflow with PTZ integrated with ATEM Mini Extreme
- Grew live session output thanks to more engaged online audiences
- Higher audience satisfaction due to the significantly improved image quality

## Moment of enlightenment

Even the ancient teachings of Tibet are not immune from the pandemic, as Austria-based organisation Nangten Menlang International (NMI) found out. Dedicated to the promotion of Tibetan Medicine, NMI teaches body movement practices, healing methods and meditation to enable students to live a happier and healthier life. Their mission is to share this philosophy with audiences all over the world. However, when COVID-19 hit, the non-profit organisation faced their biggest challenge: transitioning their in-person events to an online platform.

Usually, their entire calendar of events is fully pre-booked. But when the world went into lockdown, the organisation had to cancel all live events and quickly seek alternative ways to deliver their teachings, led by master Tulku Lobsang Rinpoche.

“We always had the idea to stream, but both organisation and audience weren’t ready for it,” says Kathrin Jany, Chairwoman of Nangten Menlang International. “Of course, it suddenly became a key part of our survival strategy.”

**Canon**

They initially started streaming with a standard webcam, but it became obvious that this was only a short-term fix, unable to recreate the immersive, intimate feel of their sessions. Moreover, it wasn’t a sustainable solution to host a high volume of teaching events.

“The deciding factor was the intuitive control, the ability to create pre-sets, the excellent autofocus and 20x zoom, which is great for our hybrid events.”

## Out-flexing the pandemic one PTZ at a time

Enter the Canon CR-N300 PTZ camera. Featuring high-quality 4K UHD resolution, a 20x optical zoom, Hybrid Auto Focus, numerous IP streaming and control protocols, this solution provided a much-improved experience, closing the distance for teacher and audience.

“We were introduced to the Canon CR-N300 PTZ by our partner Tools at Work. The deciding factor was the intuitive control, the ability to create pre-sets, the excellent autofocus and 20x zoom, which is great for our hybrid events. For all streaming purposes, we use the PTZs.”

After a seamless integration, this system enabled the PTZ cameras to be remotely operated from a different room, providing the perfect solution to stream events from their small space in Vienna.

This remote-controlled setup made it the perfect solution for tight spaces like their modest studio space in Vienna.

As their productions improved, so did their online audience, which enabled them to invest in an additional CR-N300 unit. Kathrin now operates the two together for an even more sophisticated output.

“With a two-camera set-up, we can prepare all the pre-sets ahead of time, covering the front and side view. We then use an ATEM Mini Extreme to switch between views and navigate the camera without being behind it.”

## Focused state of mind

“We are very happy with the AF of the Canon CR-N300 PTZ,” adds Kathrin. “In some sessions, the teacher is standing up and sitting down or moves further towards the camera, for example. The camera stays in focus, while the image stabilisation ensures a steady image throughout. When we produce hybrid events, the PTZ camera is placed very far away and we still get impressive quality thanks to the 20x optical zoom.”

Streams are initially hosted on Zoom, via the ATEM Mini Extreme, with sometimes hundreds of participants tuned in at one time to the practice. Later they take the camera footage and produce higher quality videos with the original files for students to watch on demand. It was a huge jump up to the PTZ’s 4K UHD resolution, Kathrin confirms, which received immediate positive feedback about the overall professional quality of the streams.

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## Stretching targets

The shift towards online live events and hybrid events with the Canon PTZ cameras has helped NMI to grow as an organisation.

“It allows us to host larger teaching events than in person. While it’s difficult to say if the number of overall participants has grown, for sure the amount of work put into hosting an online event is much less, compared to doing the same in real life,” explains Kathrin, who has a new appreciation for the game-changing technology.

In-person sessions may be back in business, however, she believes the demand for a hybrid offering is here to stay with products like the CR-N300 paving the way for this change. In the future, NMI plans to continue using the cameras for online live streams and hybrid events, with the possibility of expanding its use for internal tutorial videos.

The Canon CR-N300’s advanced features and impressive performance proved to be a wise choice for Kathrin and her team, enabling the organisation to upgrade to high-quality streams of immersive teachings. As a result, Nangten Menlang International has extended its reach beyond borders and brought the ancient teachings of master Tulku Lobsang Rinpoche into the modern world.

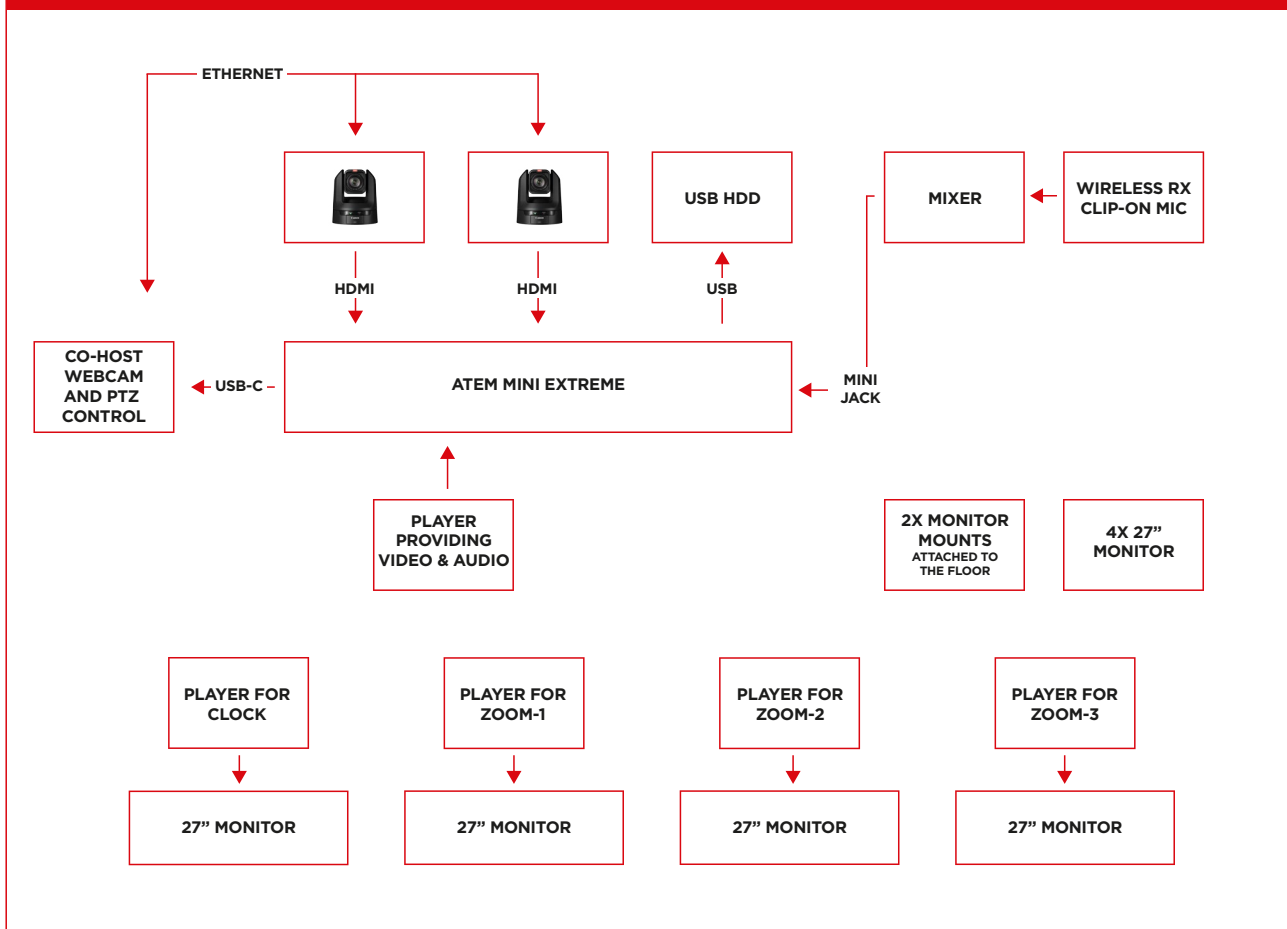
## The Canon Solution

### CR-N300 PTZ Cameras:

- 1/2.3 Type CMOS Sensor
- 4K UHD Image Quality
- 20x Optical Zoom with Image Stabilisation
- Hybrid Auto Focus
- Multiple in-built protocols such as RTMP and NDI|HX
- HDMI, 3G-SDI, IP and USB-C Connectivity



## SYSTEMS WIRING DIAGRAM



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