



HOW CANON INSPIRED TWO CHILDHOOD FRIENDS TO KICK-START THEIR VIDEO PRODUCTION AGENCY

Company Name: Inspiroiva Creative

Industry: Film and TV

Founded: 2017

Relationship since: 2012

Location: Lahti, Finland

Services: Video production, commercial video and live productions

Website: www.inspiroiva.fi

Products Purchased: Cinema EOS C300 Mark III, XA45, XA55, XA40, CN-E Prime Set from 35mm-135mm, CR-N500, RC-IP100, EOS R5 C, RF Lenses

Canon Installation Partner: Rajala (PTZ and cinema cameras), Studioarustamo (still cameras and lenses)

Objective

- Deliver professional video content for commercial and live productions
- Create a more cinematic look and feel to their digital creative output
- Increase their production capabilities to grow the business
- Provide their customers with an easy to use, out of the box but high-quality streaming service
- Supporting multiple productions with a small crew

Challenges

- Achieving a consistent look and feel when using different cameras
- The need to quickly react to the unexpected in live environments
- The ability to tackle varied briefs with the same equipment

Approach

For a small production agency, flexibility is key. Each client brief comes with its own varied and specific needs. The team at Inspiroiva Creative, based in Lahti, Finland, needed a portfolio of cameras that was as versatile as the work they were being offered.

Lifelong users of their cameras, founders Ville Heiskanen, Aatu Heikkonen and Aaro Vasama only had eyes for Canon when looking to find the equipment to stand up to the challenge. In recent years, they've purchased the Canon Cinema EOS C300 Mark III, CR-N500 PTZ cameras, various XA-series professional camcorders, as well as an EOS R camera for stills. To complement this, they also bought Canon RF and CN-E lenses to different specifications: they were not left disappointed.

Scope

Inspiroiva Creative wanted a versatile camera that would be flexible and durable whilst still having a cinematic quality to its output.

For their live production, they needed cameras that could be operated remotely – especially during the pandemic – and they wanted consistency in the look and feel of their shots when using multiple cameras shooting from different angles. A full set of Canon gear was the solution.

Results

- Exceptional image quality delivered a cinematic look
- Flexibility and versatility allowed them to fulfil varied briefs
- Streamlined production workflow led to greater efficiency
- PTZ cameras enabled them to work under pandemic restrictions
- Capacity to cover twice as many shoots with the same number of people



“We were positively surprised about the Auto Focus. The overall quality is amazing. Plus, the super slow motion is a great option.”

Inspired by Canon

With a little luck, some relationships can last a lifetime. For old friends Ville and Aatu, that applies to both their friendship, and their love for Canon products.

Today the pair of lifelong Canon fans run video production company – Inspiroiva Creative – based in their native Finland. Their two main areas of focus are commercial videos and live productions.

“We knew each other for a long time before we started Inspiroiva. We both started photographing on Canon when we were 10 years old. Now we only use Canon. It’s always provided us with good quality, good options and features, so we’ve never had a reason to change,” says Ville.

Having turned their passion into profession, their five-year-old company operates with fewer than 10 people, plus freelancers on a gig-to-gig basis. To operate purely on Canon means that workflow is much more efficient, whoever ends up on set.

The all-rounder

The Canon Cinema EOS C300 Mark III is their go-to camera on the commercial production front, thanks to its flexibility to match different briefs. “It can do anything we need. It’s so versatile and fits into whatever kind of project. It can fit on Freefly MōVi Pro, on a stabiliser, handheld, or on the tripod. The compact form factor is also a big bonus, as it allows us to stay agile.”

Cinematographer, Ville adds: “We were positively surprised about the Auto Focus. The overall quality is amazing. Plus, the super slow motion is a great option.”

Canon

Aatu goes on to describe a shoot which hasn't been made public yet: "It's an awesome project that combined different kinds of shooting, including drone, stabilizers, and handheld. Essentially, it is a film of figure skating through the night on a huge ice-skating rink."

At night is when the dynamic range of the EOS C300 Mark III – particularly the DGO sensor – came into its own. "It performed great in the low light. Similarly, the dynamic range really shone in another film we made a couple of hundred metres below ground in a mine," Aatu adds.

This flexibility is in no small part due to the DGO sensor technology found in the EOS C300 Mark III. The technology combines two separate images at different amplifications in real time, creating cinematic quality imagery with a wide range and low noise.

The quality and flexibility of the EOS C300 Mark III is complemented by the quality of the CN-E Cinema Prime lenses used to accompany them. They create a better, sharper, more cinematic look – enhancing the production value of the aesthetic.

This is why the EOS C300 Mark IIIs are so appealing to the team: flexible and dynamic, they offer the ability to tackle the varied briefs that are part and parcel of agency life, without having to compromise on quality.



Similarly, the Auto Focus capabilities of the CR-N500 PTZ cameras is one of their favourite features. It means camera operators like Ville can control multiple units seamlessly – with one less thing to worry about. The Dual Pixel CMOS Auto Focus is the same system found in the high-end cinema cameras such as the EOS C300 Mark III, so the Auto Focus on the PTZ provides cinema quality to a much smaller, cheaper camera.

In the moment

Half of Inspiroiva Creative's business comes from live production, from conferences and seminars to music gigs.

As such, for the team to have cameras that work harmoniously is essential.

"Now we use the PTZs more than any other equipment for live production. Before buying them, we would have used three or four people on a regular shoot, now we can use just two!"

Canon

Live events throw up many challenges: people on stage move unchoreographed and unexpectedly, there are multiple cameras to control, and the look and feel must remain consistent throughout the production.

However, using their EOS C300 Mark III alongside the compact and lightweight XA55 camcorder, the team at Inspiroiva Creative can now take on challenging events with ease.

Ville explains: "Let's say we have five cameras. Since they share some similar imaging technology, it's easy to get them looking the same. We get very high-quality output, and the broadcast looks great!"

As well as providing consistency in output, having an all-Canon kit means they can work large events with ease.

"We did a music gig with four crew members: one driving two PTZs, two people operating the EOS C300 Mark IIIs handheld with long lenses, plus one person directing and cutting the video. And we had the XA55s if we needed feature angles. It was super efficient!"

Ville and Aatu must also take some credit for the efficiency of their operation. They have customised the RC-IP100 remote controller so that it fits perfectly into a Peli case meaning one person can take the kit and work multiple gigs a day. In fact, anyone can "plug in and play and be ready to stream or film in half an hour."

From plug and play to 4K

Like everyone in the industry, coronavirus had a significant effect on Inspiroiva Creative's work practices. The number of people allowed in studios or event spaces was kept to a minimum.

However, with the 'plug and play' capabilities of the PTZ, they had cameras that could be effectively controlled from a different room, which ultimately helped find creative solutions throughout the pandemic.



"We didn't have PTZ cameras before Covid-19. But then there was the need to take our technicians away from the crowd," Ville explains. "Now we use the PTZs more than any other equipment for live production. Before buying them, we would have used three or four people on a regular shoot, now we can use just two!"

And, as the demand for 4K increases, Aatu is confident that Canon has them covered for a changing world. With its Dual Pixel CMOS Auto Focus and 4K UHD filming, the CR-N500 camera means they are confident they can satisfy their clients' demands.

A new addition

Inevitably, as their production capabilities expanded by using Canon, so did the demand for their business. And as business grew, the team needed more cameras.

"We were exploring a couple of options for which type of camera to get: one more EOS C300 Mark III or something else? This time we ended up going for the R5 C."

They saw the R5 C as a more compact solution, that complemented their pre-existing equipment.

Canon

“R5 C is an all-in-one solution for everything we do.”

“We purchased the R5 C because it gives us something new, but also supplements our current gear. R5 C is an all-in-one solution for everything we do. We are really excited about the ability to do both video and still images with one camera – without having to compromise on quality. It can easily be used in lighter productions and in more compact gimbals.

“It was a viable and cost-effective solution for us and fits perfectly into our already comprehensive Canon ecosystem!”

And Ville, Aatu and team have already been putting it to work.

“We have used the R5 C in multiple projects: a commercial photo shoot, an event video – used alongside the EOS C300 Mark III – and a customer case study video.

“We are extremely happy, and it has streamlined our workflow by carrying a lot of potential in a very compact package.”

Personalised seamless service

Ville and Aatu are certainly not new to Canon equipment. Even still, Aatu describes the installation process as seamless: “All the cameras go through a third party, and they work together with Canon. We know what we want, and what we need in the future.”

Canon



They can test whichever equipment they want before they commit to buying and have even tested gear at the demo stage.

Inspiroiva Creative worked with Joonas Schwartzberg (Retail Channel Sales Manager, Nordics), and are delighted with the service they receive.

“It was really personal: we’ve been listened to, we get options,” says Ville. “It feels like a two-sided relationship. We can ask for help, and also give our ideas and user experiences of the PTZ cameras.”

For a small agency like Inspiroiva Creative, there is an appreciation of the personal touch, both with partners like Canon, and internally. They hope to maintain this identity as they develop and grow.

What about their future aspirations? “We’re like family,” admits Aatu.

“Of course, we want to grow, and we’re always up for bigger more interesting productions, and to provide good quality content for our clients. Growing without compromising your identity is always a good thing. Let’s see where the road takes us with Canon.”

The Canon Solution

EOS C300 Mark III

- Super 35mm Dual Gain CMOS sensor with low noise delivering more than 16 stops dynamic range
- 4K 120fps 4:2:2 10-bit Image Quality
- Internal 4K Cinema RAW Light recording
- Dual CFexpress slots for simultaneous or relay recording
- HDR support such as SMPTE ST 2084 and ITU-R BT.2100 (HLG)
- Dual Pixel CMOS Auto Focus
- 12G-SDI connectivity

CR-N500 PTZ Camera

- 1.0 Type CMOS Sensor
- 4K UHD Image Quality
- 15x Optical Zoom with Image Stabilization
- Dual Pixel CMOS Auto Focus
- Canon Log 3 and Wide DR
- Multiple in-built protocols such as RTMP and NDI | HX, SRT and FreeD
- HDMI, SDI, IP and Dual XLR Connectivity

RC-IP100:

- 7-inch touchscreen
- Multi-function joystick
- Professional zoom rocker
- Customisable controls
- Flexible connectivity

Cine Prime Lenses:

- Designed for EF mount 35 mm and Super 35mm cameras
- Compact Design
- Spectacular 4K image quality with cinematic look
- Full frame image circle
- Industry standard manual control
- 11 blade diaphragm for attractive blurring

EOS R5 C

- 8K Video recording
- Full Frame Sensor
- EOS RF Mount
- Fully hybrid video/stills camera
- Canon Raw Light recording

XA45:

- 4K UHD recording at 25.00P, XF-AVC or MP4 CODEC
- 1/2 .3-Type CMOS Sensor and DIGIC DV6 Processor
- Over Sampling for Full HD recording using UHD sensor
- High quality 20 x Optical Zoom Lens
- Auto Focus with Face Detection and Tracking AF features

XA55:

- 1.0-inch type CMOS sensor inch-type CMOS sensor with 8.29 MP (effective)
- 4K (3840 x 2160/UHD/25.00p) recording to SD Cards.
- 4K Down sampling for Full HD Capture
- Dual Pixel CMOS Auto Focus with Focus Assist Function for Manual Focus confirmation
- Face Detection and Tracking mode
- 8.3 - 124.5mm 15 x Optical Zoom lens (25.5 - 382.5mm 35 mm equivalent)



Canon Inc.
Canon.com

Canon Europe
canon-europe.com

English Edition 0147W156
© Canon Europe Ltd. 2022

Canon Europe Ltd
4 Roundwood
Avenue,
Stockley Park,
Uxbridge,
Middlesex
UB11 1AF UK

 /Canon

 /Canon

 /Canon Emea

Canon