

INSTILLING CONFIDENCE IN FINANCIAL MARKETS WITH CANON PTZ CAMERAS

Company Name: Raiffeisen Capital Management¹
Industry: Financial Services
Founded: 1985
Location: Austria
Services: Asset management and production
Website: www.rcm.at
Products purchased: CR-N500, RC-IP100 and EOS C300 Mark III
Existing: EOS C300 Mark III and EOS C70
Canon installation partner: Tools at Work

Objective

- Upgrade their corporate studio equipment alongside existing Canon cameras
- Provide current employees with an efficient and intuitive in-house solution
- Deliver a Canon professional quality throughout their video content
- Maintain a consistent user experience across the Canon products
- Achieve a higher output of content with an upgraded look and feel

Challenges

- Establishing a consistent and more streamlined production in place
- Acquiring the right products to work in tandem with their handheld cameras
- Building trust for their clients through confident storytelling
- Ensuring employees are professionally trained and follow legal guidelines

Approach

Although the modest in-house studio team for Raiffeisen Capital Management¹ started their video content marketing before the pandemic, they wanted to invest in more professional and easy-to-use equipment in response to a demand for smaller scale, efficient production methods. The asset manager's primary focus was on being highly productive with efficiency as the top priority.

Scope

As a wholly owned subsidiary of Raiffeisen Bank International, Raiffeisen Capital Management is part of the Austrian banking group and, with a market share of around 19.5%, is the second largest Austrian asset manager. Despite being a team of three, the in-house content team are able to produce approximately 140 videos per year without the need to rely on external agencies, thanks to Canon solutions. Marketing content consists of weekly market updates, product promotions like the launch of a new fund, and in-branch video shoots from banks across Austria.

Canon

“The ability to match the same professional Canon quality in studio as well as outside was a key factor.”



Results

- Easy-to-use video equipment for users across the business
- Streamlined and consistent production workflow
- Professional high-quality standard to build client trust
- Minimise external costs due to in-house production
- Maximise efficiency when shooting in studio and outside

Trust starts with Canon

“In the world of finance, our product is trust,” says Thomas Steiner, Banking support, digital media at Raiffeisen Capital Management. Trust is the number one most important factor consumers consider when it comes to banking – and it all starts with content that conveys confidence.

As one of the leading fund companies in Austria Raiffeisen Capital Management has a large reputation to maintain. Therefore, Thomas and his small, yet highly efficient team put their trust in Canon cameras to help them produce creative, high-quality, trustworthy content for the company and their clients. This in turn gives their clients the confidence they need to choose Raiffeisen Capital Management as their fund managing company, all with the support of Canon.

Thomas wanted a fool-proof option to work in tandem with their handheld cameras to make their productions more streamlined and consistent across the board. This is also driven by utilising one camera brand with the same GUI across all equipment – same menu structure, different cameras. The ability to match the same professional Canon quality in studio as well as outside was a key factor for them, so much so that “it makes absolute sense for us to use the Canon PTZ cameras.”

Canon

Small and steady wins the race

As a small in-house video team embedded in a large bank, they had a generous budget when it came to investing in the right products, which is when they sought out advice from the team at Tools at Work.

“They came to us with a need of a new technical solution for their studio,” says Valentin Schupper, Tools at Work’s head of video department. Working closely together, they quickly found Canon to be the most sensible choice that their studio would benefit from.

He added: “Canon PTZ cameras were the best solution due to autofocus, face tracking and the wide dynamic range, specifically for their events inside and outside.”

Valentin arranged a trial of the CR-N500 PTZ cameras for Raiffeisen Capital Management, presenting Canon as “one of the leaders in the industry”, which ultimately solidified the decision. Installation soon followed which needed little to no training.



“It’s easy for anyone to learn how these cameras operate. Our student picked it up herself straight away.”

The PTZ sky’s the limit

So even with an endless choice of competitors, Thomas felt that the Canon PTZ cameras were the best choice for their all-singing, all-dancing production needs – especially with their ability to seamlessly integrate into any system or existing set-up that includes non-Canon products.

With this in mind, they purchased three units of the CR-N500 PTZ cameras and a RC-IP100 controller to work alongside their existing EOS C300 Mark III and EOS C70 cinema cameras.

Keen to avoid a cheap digital webcam look, Thomas was convinced that the CR-N500 had a professional, high-standard look and feel to match his current Canon cameras. With video being the “future of sales,” how could they not make sure their in-house studio was of the highest quality?

Canon

The perfect match

And it's not just in-studio that they pride themselves on high-quality production and equipment – their existing EOS C70s and EOS C300 Mark III is the perfect combination for outdoor filming.

According to Thomas, the one-on-one interviews need to be natural and shot in one or two takes, so speed and simplicity is vital for this type of video production: “The Canon menus are really straightforward. Same cameras, same menus. Especially important when you're shooting outside, and you don't have time to explore the menu system and change the settings.”

They're even impressed with how well the Canon 70-200mm lens works with these cameras to allow for better compression.

But the most impressive thing for Thomas was the ability to match the look and feel of the cine cameras with their new PTZ cameras: “The EOS C300 Mark III matches up perfectly with the CR-N500, featuring a soft high value look,” he adds.

P-T-Z easy as 1-2-3

For Raiffeisen Capital Management, it's also essential that these cameras operate with ease, and providing clients with professional marketing content is just as essential.

This is exactly why they wanted their studio to feature intuitive and simple-to-use products – having a whole collection of Canon cameras was just a bonus.

But not only that, no one in his team is a professionally trained videographer. So, it made sense to make the most out of the PTZ capabilities: “It's easy for anyone to learn how these cameras operate. Our student picked it up



herself straight away. One day, she looked over my shoulder when I was using it, and she had never tried the PTZ camera before. ‘Just call me when you're recording!’ I said. I never got the call; it was that easy.”

It's this kind of effortless usability that convinced Thomas that his team was more than capable to produce everything themselves, without outsourcing to agencies to keep costs down.

A quality investment

By creating their own unique content, they have been able to produce between approximately 120-140 videos per year.

These videos can consist of four or five different types of content including market updates, financial products such as launching a new fund, as well as one of the most important parts of their content marketing – videos shot in the bank branches.

To bring a sense of authenticity, they'll produce a story on one of the salespeople having worked at the branch for 30 years: “If you sent out a text, email, or PowerPoint, it doesn't convey confidence. But if you see the person in video on your screen, you can see in his or her eyes. It's what gives the 6,000 people in the banks the confidence to face the clients and tell them ‘We've got everything under control.’”

“This is something only video can achieve,” Thomas adds.

Canon

Work smarter not harder

Of course, there's also the challenge of making each video "look nice and interesting" by utilising a three-camera set-up and a range of different angles. This is made easier with the CR-N500 PTZ camera and its high-quality 4K UHD footage.

Thomas was also impressed with its reliable autofocus, because "if you don't have autofocus, how are you going to film with one person and three cameras?"

And due to the level of authenticity needed throughout their videos, this requires ease and efficiency to allow for natural shots in only one or two takes.

It seems the Canon CR-N500 cameras have been "a game changer." So much so, his favourite feature of the CR-N500 is "getting the soft and creamy Canon look, not a digital look."

When switching between pre-sets, it seems they're still able to have a smooth and precise control element on the PTZ cameras. Most of the time, they would much rather use the RC-IP100 controller without even turning on the PC, it really is that simple.

And with such a strong yet simple set-up, this allows Raiffeisen Capital Management to attract 6,000 users to their online platform, reaching 2,000-3,000 views on each of their videos.



"My favourite feature of the CR-N500 is the soft and creamy Canon look, not a digital look."

Going the extra Canon mile

In terms of investing in Canon upgrades, Thomas admitted: "the pandemic was a big factor. We had a big head start because we had in-house capabilities."

"Then the challenge was that everyone was using Zoom, Teams, and PowerPoint presentations online. So, we had to push further and upgrade our standards by making better, more entertaining videos."

"It's not just about the information, it's about entertainment. It's about the story," which is why professional-quality content is something they rely on.

Like investing in financial markets, Raiffeisen Capital Management carefully considered the risk of spending their budget on the new Canon PTZ cameras. But according to Thomas: "It's definitely paid off."

Canon

The Canon Solution

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, NDI|HX, SRT, FreeD as well as Canon XC Protocol
- HDMI, SDI, IP and Dual XLR Connectivity

RC-IP100:

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

EOS C70:

- Super 35mm Dual Gain Output (DGO) CMOS sensor with low noise delivering in excess of 16 stops dynamic range
- 4K 120fps 4:2:2 10-bit Image Quality
- Internal 4K Cinema RAW Light recording
- RF Mount
- Dual SD Card slots
- HDR support such as SMPTE ST 2084 and ITU-R BT.2100 (HLG)
- Dual Pixel CMOS Auto Focus
- 12G-SDI connectivity

EOS C300 Mark III:

- Super 35mm Dual Gain Output (DGO) CMOS sensor with low noise delivering in excess of 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 (PQ) and ITU-R BT.2100 (HLG)
- Dual Pixel CMOS Auto Focus
- 12G-SDI connectivity



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