



GERMAN NPOS UTILISE MOTOROLA SOLUTIONS CLR446 RADIOS TO COORDINATE THEIR FILM CREWS

WITH THE VOX HANDS-FREE OPERATION, ACCESSORIES AND SIZE PROVING INVALUABLE



KULTURSCHAFFT & EXCOURSIO

Kulturschafft e.V., a German not-for-profit organisation (NPO), has been established to promote and interconnect culture, society and creativity. The NPO works together with numerous professional artists and cultural workers from various fields, such as the visual, performing and digital arts, film, photography, music, philosophy and literature. As a result, its projects are often interdisciplinary and sometimes experimental. Kulturschafft focuses on reaching people who have little or no immediate access to cultural offerings, which is why it often chooses to work in non-art spaces. Kulturschafft initiates both national and international projects, to promote dialogue and effective collaboration between different cultures and societies, and has been key to establishing its sister NPO, Excoursio. Excoursio is an independent, non-partisan think tank focussed on culture and knowledge sharing based in Berlin, London and Moscow, which has been established to provide immersive museum experiences and guided exhibition tours online. The team documents socially influential temporary exhibitions, giving them a new digital life after their closure by posting them online.

CHALLENGE

Kulturschafft and Excoursio produce films and guided tours at constantly changing locations, both in Germany and other countries. The teams had been using a very old fleet of Motorola Solutions radios to manage on-set operations; however, these had come to end of life. Motorola Solutions introduced Excoursio and Kulturschafft to its local partner peicom, who

distributes Motorola Solutions radio communications products, specialising in supplying users in the retail sector. Having comprehensively evaluated and understood their requirements relating to reliability, flexibility, manoeuvrability and discreet filming, peicom recommended Motorola Solutions CLR446 Unlicensed Two-Way Radios.

CUSTOMER PROFILE

Organisations:
Kulturschafft e.V. & NPO
Excoursio

Partner:
peicom GmbH

Industries:
Arts and Culture; Documentaries
and Online Tours; Charity

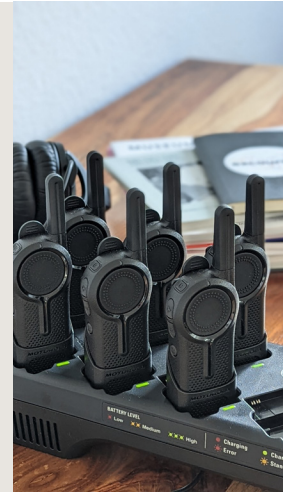
Location:
Germany

Motorola Solutions Products:

- CLR446 Unlicensed Two-Way Radios
- CLR446 12-Way Charger
- HKLN4604 Swivel Earpieces

“Understated, but reliable and efficient, I love the Motorola Solutions CLR radios. They’re high performance – the audio is excellent – and robust. They’ve got a great battery life; their headsets are easy to clean and they even come in environmentally friendly packaging! They’re packed with sensible features, like automatic switch-off and fast charging even with clips on, but most important for us is their VOX function and size. That makes it very easy for us to discreetly communicate hands-free during filming. Significantly, this helps exhibition curators – who are not necessarily used to being filmed – to feel much more at ease; we also use small cameras because of this. We’ve tried other solutions, like apps on smartphones and other radios, but nothing else really suited us: due to poor reception in most museums, the size of equipment and lack of functionality, for example. For our line of work, these CLR radios are best-in-class. And the seamless collaboration with peicom really has been exceptional. Its customer-orientated support and service, excellent technical competence and knowledge, coupled with its proactive approach, have ensured the success of this project. And peicom continues to offer support, whenever we need it. It’s meant we can just get on with our job of filming these wonderful temporary exhibitions, so they can be used in the long term for the enjoyment and further education of many!”

Timur Veles, Project Curator, excursio guided tours online



SOLUTION

The Kulturschafft and Excoursio teams were among the first to be using the CLR446 radios in Germany. The film team consists of two or three camera operators, two lighting operators, a sound operator and a director. The radios have been programmed in German for communications to all on a single channel. Timur Veles explains what is unusual about the type of filming Excoursio shoots: “We work with as little editing or retakes as possible, so we have to really coordinate our team’s movements in the space we are working with. Exhibition curators need to be able to tour their exhibitions almost undisturbed, to make filming really natural, spontaneous, authentic. The only way the members of our team can communicate almost silently, without disturbing the tour and distracting the curator, is to use a radio set with a VOX function.” The VOX function enables automatic voice detection whenever a headset is plugged in and will automatically start broadcasting when it detects a voice speaking and shut off when there is no sound, with no need to press any buttons. In this way the film crew can communicate discreetly, quietly and hands free, as they need both hands to manage their heavy equipment which is why the small size and light weight of the radios is also important. Moreover, teams have to transport equipment in their own cars – another reason for needing compact radios and chargers.

Excoursio knows the radios are reliable and so is happy to lend the radios to teams within Kulturschafft and other associations. The radios and headsets are quick and easy to clean and keep hygienic, and the radios offer the flexibility to be programmed in a different language and to operate over different channels or over the integrated speaker instead of the headsets, as

required. Importantly, there are no licences or network infrastructure requirements, so users can just switch on and start, which is key when working to tight timeframes and with constantly changing locations, in various countries.

BENEFIT

Timur Veles and his team fully appreciate the functionality, reliability, flexibility and size of the radios, but wanted to also highlight the benefits of the Motorola Solutions accessories: “peicom sent us a comprehensive list of different headset options. I’m so impressed by the vast range of high-performance accessories Motorola Solutions offers. We chose the over-the-ear headset in the end, as it’s more hygienic when being worn by multiple users and is easy to clean. Also, one of our employees wears a hearing aid, so the fact that you can wear it on either ear and the ear hooks can be flexibly rotated is helpful. The volume can be adjusted step by step, too, and, on its higher setting, is loud enough even in really noisy environments, whilst also simultaneously letting you hear what’s going on around you. This is important in museum settings, where we’re surrounded by countless priceless objects.”

Finally, Malte Krautwald, Sales Director at peicom, explains why he would always be happy to recommend the CLR446 radios to customers with relevant requirements: “We ran our own tests on these radios. The quality is first class; we would expect no less from Motorola Solutions. They deliver crystal-clear audio with flexible volume levels across reasonably sized areas, making them ideal for this deployment, the workplace or the retail sector. They’re easy to use, good value and require no infrastructure or licences. They’re a great addition to the Motorola Solutions portfolio.”

Benefits:

- The VOX functionality for automatic voice activation enables unobtrusive, hands-free, high-quality communications
- The small size and light weight of the portable radios are invaluable for both filming and transport purposes
- The ease of programming and no requirement for infrastructure and licences enables fast set-up and flexibility, which is crucial as teams usually have limited time and film locations change daily
- The radios are robust, IP52 rated and easy-to-use, have automatic switch-off and fully charge within 2 hours; all these features combine to deliver reliable communications
- Easy cleaning of over-the-ear headsets between use ensures optimal hygiene

