

March 28, 2012

Request for repair and replacement funding: Digital SLR to replace Canon GLi.

Presented to the Facilities and Services Council

Jeff Bates, AS Publicity Center

This is a request for a digital SLR capable of high quality video to replace our Canon GLi digital video camera.

Background

The Publicity Center purchased a digital video camera in spring of 2001 to both capture video and provide still imaging of events and promotions for the Associated Students. This camera is now outdated. It no longer meshes with our current formats for output since it lacks wide screen capture - what we use for both web and digital signage, and it only records to digital tape, requiring more hardware to utilize the camera in a production environment. The purchase price for this camera in 2001 was approximately \$2500.

What we'd like to replace it with and why

The camera we are requesting is a [Canon 5D Mark III with EF 24-105 lens.](#)

Video is now commonly captured with digital SLRs capable of offering excellent resolution in a variety of formats, on-the-fly adjustments while shooting, and easy switching between still imaging and video. This is the tool of choice for those of us who work in promotions like what we do in the PC. This camera will be used by the AS Photographer as their primary tool, and expand their shooting to include capture of event footage that could be easily put up online with little editing. The idea here is to offer students immediate video (next day) of events to gain a sense of connection to the AS, and to drive people to our website and digital signage. It will also provide us with technology that is current and will last for at least the next five years.

Significant improvements in this new version of Canon's iconic 5D line of SLRs will improve our still images as well as the ability to shoot video. In particular, low light resolution and clarity (think MPR shows, for instance) have been significantly improved on this version, as well as a much better focus method (something Canon cameras have really needed). This camera is equipped with a new processor not available in other cameras in their line, offering faster processing to avoid missing those fast-paced critical shots when a performer is particularly photogenic. We anticipate this camera to be robust, physically durable, highly featured, and compatible with all our current Canon gear including lenses and a dedicated flash unit.

Thank you for considering this request. If you have any questions at all, please contact me.

Jeff Bates, AS Publicity Center Coordinator



Budget

From BH Photo and Video ([link](#))

Canon 5D Mark III kit with EF 24-105 lens \$4299.00

Tax 374.01

Total \$4673.01