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**KENTUCKY MEGA-CHURCH REACHES THE NEXT GENERATION WITH
VIDEO IMAGES CAPTURED BY QUALITY, AFFORDABLE FUJINON LENSES**

Wayne, N.J., August XX, 2013 – [Southland Christian Church](#) near Lexington, Kentucky is one of a new breed of mega-churches, investing in the next generation by acquiring sophisticated new video technology. Founded in 1956, it has grown to become one of the state's largest churches, with three sprawling campuses and attendance averaging 12,000 worshippers each week. Just as its size and scope have expanded, so have its needs for state-of-the-art video broadcast and production technology to help reach its huge audience and provide a moving experience. Now, as Southland makes its transition from standard definition to HD broadcasts, it has turned to [Fujinon](#) lenses for the high quality, yet economical, centerpiece to its new system.

As with all churches its size, Southland relies on image magnification to capture every nuance of the service, even for worshippers in the very back row. Two Fujinon [XA50x9.5BESM](#) HD Telephoto Box-style lenses provide the critical tight shots at long distances that make the service come alive. In addition, two [ZA22x7.6BERM](#) HD Telephoto ENG-style lenses offer the flexibility of mobile and remote image capture while the [ZA12x4.5BERM](#) HD Super Wide Angle ENG/EFP lens lets the church display the big picture incorporating every element of the service. All three zoom lenses deliver DigiPower servo control for remote control of zoom, focus and iris, along with digital Quick Zoom to maximize impact and message delivery. And all feature Fujinon's value-pricing that can accommodate most any church's budget.

The lenses complement newly purchased cameras as well as new switching and control equipment, allowing the 11-member production team to respond quickly to the demands of a large, complex live event. In addition, Southland streams the IMAG, plus images of the interior

of the sanctuary, to three giant screens at its satellite campuses. There, live bands perform on huge stages to accompany the simulcast. The church also records these sermons and other video content for its Southlandonline.tv television ministry, which broadcasts for both television and web viewing. In all of these challenging applications, the church has grown to rely on Fujinon lenses and their reputation for fast T-stops, quality coatings, exact color matching and flare rejection.

Southland's programming director, Mike Vandemark, noted that, to meet the challenge of multiple-location services, the events must be intensely timed and choreographed. So every piece of equipment must be highly reliable and technically precise. With their upgraded video capabilities, he said, "The video and audio capture, transport and control are now on the same level as a sizable remote broadcast truck. And the investment in our new video system has paid off handsomely." A vibrant, growing community of worshippers clearly agrees, responding enthusiastically to the church's contemporary style, as well as its use of innovative technology to reach its flock.

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