

MaestroVision takes leading role in providing customers with video-based solutions

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With the advent of live-stream council meetings set to debut in Laval next Tuesday March 10, Claude Turcotte is confident that more municipalities will eventually begin to at least record their sessions so they can be publicly accessed online, hopefully by using MaestroVision's video recording and file management processes.

Turcotte is Chief Executive Officer (CEO) and President of MaestroVision, a Vaudreuil-Dorion based company providing high-end video technology solutions to business, education, government, law-enforcement and television broadcasters since 1998 that will begin the live-stream process in Laval.

At \$1,000 per council session for Laval, the cost could be prohibitive for many smaller municipalities to absorb, but Turcotte said less expensive options are available. MaestroVision recently signed a contract with Vaudreuil-Dorion to provide cloud-based storage for the city's extensive video and photo library with the option to live stream council meetings for about \$100 monthly.

"If a council just wants to record their own meeting and make it accessible on-line, it'll cost them \$100 a month," said Turcotte. "If a city wants to stream the meeting, it'll cost \$250 a month. "We believe with the \$100 option, it's accessible for all municipalities. All you need is a camera, tripod and a microphone."

Turcotte says the high price tag for Laval is due to their unique specifications, which includes four fixed remote cameras simultaneously recording the meeting, a digital recording of the proceedings and permanent archival storage on MaestroVision's cloud servers that can be accessed at any time by the public for viewing.

"I think it's going to be the norm," said Turcotte. "It's a matter of credibility for municipalities. People should know what is said. The problem is it's expensive, but we're providing a reli-

able service for much less than the competition. With everything we're doing for Laval, our system was more than half price of the lowest of three competitors, which ranged from \$2,200 to \$3,000.

The benefit of public viewing of archived council meetings is that users will not have to watch an entire session. They will be able to go to the precise spot in a recording by using keywords or specific items from the council agenda.

While MaestroVision will be at the forefront as Laval makes internet broadcast history with the live stream of its first meeting next Tuesday, it will be accessible only to city administrators to make sure the transmission is operating smoothly across several platforms. Full public live-stream is expected to begin in April.

MaestroVision's entry into the world of municipal politics is not surprising. They already record Quebec National Assembly sessions, parliamentary meetings, other functions, and manage 50,000 hours of content using their software platforms which they sold for \$200,000, said Turcotte.

The recording and storage process is the same that MaestroVision uses to record class lectures at the Université de Montréal. Everything is geared towards a client's specific needs, and the university required a two-camera system that would record both the lecturer and lesson board. A specialized system is also being developed for the University of Ottawa.

"When you read a novel, you read it from beginning to end. You don't have to index it. If you're taking an accounting or marketing course, you never read the book from beginning to end. You go to specific chapters. It's same thing with a lecture. A student will want to go back to something specific," said Turcotte.

"We needed very high quality recorders to make sure items like mathematical equations were clear and a tool to manage and index all those videos. A picture of the board is taken every 15



PHOTO BY JOHN JANTAK

Claude Turcotte, Chief Executive Officer and President of MaestroVision, is confident that live-streaming, recording, and storing municipal council meeting videos for public viewing will become the norm.

seconds and a note is added. The lecturer can also add notes that will allow users to go back to the precise section of video recording and it will synchronize to that line," Turcotte added.

The same technology has also been adopted by law enforcement agencies for interrogations which features three cameras, one which provides an overview of the entire interrogation room, a second to record the person being interviewed, and a third that records both the interviewer and interviewee.

"The Sûreté du Québec in Salaberry de Valleyfield is the first agency in Quebec to have acquired this technology," said Turcotte. "Eventually all their interrogation rooms will be equipped with this technology. They will also be able to store and access all the videos from one centralized location."

The police interrogation video recording system has also sparked interest from the Ontario Provincial Police

and the New York City police department who are currently assessing the technology for their specific needs.

MaestroVision's video recording and asset management systems currently account for 40 per cent of sales in Quebec, 30 per cent in Canada, and 30 per cent in the United States and Mexico. The company's recent growth in sales also means it plans to double its current workforce of 12 employees by next year.

"Normally what we do is install the technology here in Quebec, and when it's adopted, we begin to export it," said Turcotte. "We provide a complete package and don't have to acquire other technologies because we develop our own platforms. That's why we're a lot cheaper than the competition."

For more information, visit <http://www.maestrovision.com/>.

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For more information: Mrs. Dominique Bérubé at
450 202-2202 ext. 133 or email info@mspvs.org

