



CUSTOMER SUCCESS STORY

Learn how this USA Made leather maker live streamed her process

Brit Reed owner of Tesoro Leather used Facebook Live to demonstrate her leather making process online. In this case study, Reed used a PTZOptics Producer Kit with four cameras to transition between two live streaming sets. Set #1 was Reed's office where she used the space to tell her story about Tesoro Leather. This area was used to announce the live giveaway where a lucky winner would be sent a leather bag Brit would make live during the broadcast. Set #2 was Brit's leather making shop. She used a PTZOptics 20X-SDI camera to zoom in and show close up details of her leather making. She also used a PTZOptics ZCam-VL to show a wide angle close up shot of her sewing machine.

PRODUCT DETAILS



PTZOptics Producer Plus Kit

Easily setup a live stream with the PTZOptics Producer Kit. This kit included everything needed to start.



PTZOptics ZCam-VL

This wide angle HD-SDI broadcast camera is ideal for capturing close up angles and integrates with the PTZOptics Producer Plus Kit.



Broadcast LED Lighting

Three Broadcast LED Light Panels were used to provide idela lighting set to a warm 3200k color temperature.



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LIVE FASHION MANUFACTURING



- **Multiple Live Sets:** Using four cameras connected to the PTZOptics Producer Plus Kit allowed this live stream to have two lively production areas.
- **Live Giveaway:** Tesoro was able to use a contest service called Gleam.io. In order to enter the live giveaway users left positive Google & Facebook reviews for the business.
- **Spring Fashion Collection Launch:** This Facebook Live stream helped Tesoro Leather launch their Spring Fashion Collection. Tesoro is another Small Business using live streaming quarterly to introduce their latest products and services to the world.

Live Leather Making



The PTZOptics ZCam-VL placed on the table next to Britt was used to show close up video during the live fashion manufacturing.



Britt was able to manufacture a leather hand bag during the Facebook Live broadcast and make the production interesting for viewers tuning in.

WORKING WITH THE LOCAL BUSINESS IMPROVEMENT DISTRICT

[Download our guide for "Small Business Live Streaming"](#)

A business improvement district (BID) is a defined area within which businesses are required to pay an additional tax (or levy) in order to fund projects within the district's boundaries.

The West Chester BID was able to help increase customer traffic and sales for Tesoro Leather with a Facebook Promotion supporting the live streaming efforts in this project.



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