

## **Axle Video's Software A Key Ingredient Of Country Superstar Kenny Chesney's BMA-Award Winning 2016 Tour**

BOSTON, June 8, 2017 – Axle Video (InfoComm booth 1781), the leader in affordable media management, today announced its radically simple media management software is now a key component of country music superstar Kenny Chesney's live tour technology.

Axle Video software has been adopted by Chesney's video director Jay Cooper, a multiple-award-winning touring video pro who has documented Chesney's tours for the past decade. For Chesney's 2016 Spread the Love Tour, winner of the 2017 Billboard Music Award for Top Country Tour, Cooper chose Axle for quick and effective performance review and to locate specific tour moments from thousands of hours of recordings of Chesney's sold-out concerts. The tour played 32 dates including 14 stadiums from April to September last year.

"Our Axle media management software accomplishes tasks like finding a special artist appearance at one of Kenny's concerts – that previously could have taken Cooper several hours," said Sam Bogoch, Axle Video's CEO. "With our powerful software, any highlight and any shot from any concert is almost instantly viewable."

According to Cooper, who has documented every Chesney concert over the last decade, Axle Video's media management software allowed Cooper to assist Chesney in reviewing past concerts quickly to fine tune and enhance his performances. Previously, Cooper's content organization strategy was best described as "shoeboxes & sharpies." He stored DVDs in shoeboxes and labeled them with a sharpie by year. Now the content is catalogued digitally and meta-tagged for easy review.

"At the beginning of rehearsals for the tour, I showed Kenny how it all worked," said Cooper. "He asked, 'Can you find when this happened?' I typed in his friend that came to sing at his show, the show's location, and said, 'Let's look at it from camera 3.' Boom, there it was. Camera 3, this moment in this show. Kenny said, 'That's super fast. That's amazing.'"

According to Cooper, Chesney likes to use sports analogies, and says he reviews past concerts as if it's game tape. "Kenny asks to see certain moments in concerts and sometime comments that he's done that too often – it's time to change it up – and other times says, 'that really worked there! We need to do that again!'"

Chesney's video touring crew created a unique solution to managing a decade's worth of video. They combined a powerful tandem of Axle Video's media management software and G-SPEED Studio XL hardware from G-Technology, a division of Western Digital. Not only does Axle's software automatically detect and index media—metadata included—it also encodes that media to a lower resolution for Axle's interfaces in browsers, Adobe® Premiere Pro® panel and mobile devices. The seamless automation helps Cooper breeze through his existing workloads while on tour, but he also relies on Axle for his ambitious plan to archive Chesney's concert history and tag the footage for future searches. Eventually, Cooper wants the 10+ years of concert footage he's amassed while working with Chesney to be searchable from a phone.

Aside from helping Chesney review and plan performances, Axle Video is used to quickly pull clips for media and promotional use. The bottom line, says Cooper, is that the Axle Video provides Chesney and his team with a time-saving tool for repurposing his videos in the future for a number of uses.

Axle Video will be showing their software, including powerful new axle AI capabilities, in booth 1781 at next week's InfoComm show in Orlando.

### **About Axle Video**

Axle Video ([www.axlevideo.com](http://www.axlevideo.com)) is the recognized leader in developing radically simple media management software. Its solutions have helped over 400 organizations improve the way they create, share and store digital video content with media management solutions that are easy to install, use and afford. Axle's radically simple media management uniquely addresses a burgeoning need and has caught on rapidly among video professionals in post-production, education, broadcast, corporate, sports, house of worship, non-profit, advertising-marketing, and government organizations worldwide. At its introduction, Axle Video's software was recognized with the IBC 2012 Best of Show award and at NAB 2013 with the prestigious DV Magazine Black Diamond and Post Picks awards. Axle Video is a privately held company; its founders have extensive industry experience in media asset management for creative applications. Learn more at <http://www.axlevideo.com>.

Image links: [axlevideo.com/img/chesney.png](http://www.axlevideo.com/img/chesney.png)

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Contact:

Bob Zeitlinger / Percussion Comm. Group  
201-244-1213

[bzeitlinger@percussionpr.com](mailto:bzeitlinger@percussionpr.com)

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