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LIGHTS, CAMERAS, TRACTOR

NightGlass Media Group Covers Rollout of World's Largest Tractor

DULUTH, Georgia – What is 25 feet long, 13 feet high, 17 feet wide, weighs 60,000 lbs. and costs \$320,000? The world's largest tractor, of course! AGCO Corporation rolled out the huge machine for the first time, in October, at a press conference at their corporate headquarters in Duluth, GA. NightGlass Media Group was selected to produce the video news release that was distributed to local television network affiliates and agricultural/farm news outlets. The challenge for the NightGlass crew was to shoot at 9 AM and then have the story done and in transit by 2:30 PM that same day.

Director of Photography, Matthew Gore, selected the Sony Z1 HDV-Cam to capture footage of the MT975B tractor that was driven around the AGCO corporate campus by AGCO CEO Martin Richenhagen. "The quality of the HD image along with the size and portability of the Z1 made it the perfect choice for this shoot," said Gore. Interviews with Richenhagen and two other AGCO executives who were instrumental in the project were shot in and around the tractor.

At the conclusion of the press conference, the videotapes were rushed back to the NightGlass post-production center for editing. Key sound bites about the development, engineering, and production of the MT975B were weaved together with footage of the machine at work in real-life farming applications. NightGlass Supervising Editor, Steve Volpert, crafted a creative and informational finished piece that was immediately sent to the news outlets and networks.

"This type of project is always challenging because of the time crunch and deadline," said Volpert. "You always try to be as creative as possible during any edit session, but with the time constraints, you have to keep an eye on the clock. It's an interesting dynamic that gives you a great rush of adrenaline as you push the limits of creativity and your command of the technology all the while knowing it needs to be done by a 2:30 PM deadline."