



Moritz Productions Leverages BlueParrott Headsets to Transform Production and Entertainment Communication

THE PARTNERSHIP AT A GLANCE

BlueParrott supplied Moritz Productions with the B450-XT and M300-XT headsets to provide superior connectivity for its production team, enabling them to stay in constant contact while executing live, in-person and hybrid events.

Solution:

BlueParrott B450-XT:

- Seamless push-to-talk experience
- Blocks out 96% of background noise
- Up to 24 hours of talk time

BlueParrott M300-XT:

- 80% noise cancellation with 2-mic tech
- Up to 14 hours of talk time
- Up to 300 feet range

Benefits

- Simple Bluetooth pairing and setup
- Long battery life and Bluetooth range make navigating production settings simple
- Unparalleled noise cancellation in a mono-headset format

The changing nature of live event production

The Covid-19 pandemic forced many companies to cancel or virtualize their live events, greatly impacting the entertainment industry. As virtual and hybrid events have become standard, production companies have also been forced to adapt, as event management teams find themselves spread across multiple, often remote, locations. Reliable and clear communication among team members and event participants is as vital as ever to the success of these events.

A July 2021 survey of event professionals found that 90 percent will or may continue to utilize a digital event strategy even when in-person events become possible again.

Current equipment used for production team communication is not adaptable to these new working conditions. Historically, teams were equipped with wired headsets on a localized network that required a clunky phone app to connect multiple sites – which reduced sound quality and reliability considerably because it relied on unstable connections. Using a phone as a walkie talkie simply doesn't suffice without the right equipment, especially in a hybrid event setting where event teams can be spread across a range of locations and time zones.

Reinventing the production intercom

The team at Moritz Productions knew there must be a better way to navigate production team communication in the post-pandemic world. They began researching the market and discovered [Unity Intercom](#), a bring-your-own-device production intercom. Thanks to its ability to connect teams both in the office and on single or multi-site events, the solution was perfect for their team. It offered the ability to create the same walkie talkie experience, that has been traditionally reserved for localized events, for teams spread across different locations.

Unity Intercom offers a push to talk application that lets production teams bring their own devices and work together effortlessly. The connection occurs over WiFi or cellular data, allowing teams to either talk on channels or point-to-point with individual users. Additionally, users can duck in and out of conversations and easily take conversations from public to private channels, ideal in the production setting. Another benefit of the Unity platform is that it can integrate with existing comms systems.

While the Unity solution was perfect for the Moritz team, it led to the question – **what headsets would provide the best experience and operate like the devices the team was used to working with in production settings?** They needed something that offered high sound quality, isolation, and noise rejection in high-volume environments that integrated easily into the Unity platform. The answer quickly became clear: BlueParrott's headsets easily fit the bill. Not only did they feature the push-to-talk and mono headset options the production team is accustomed to, but they also integrated seamlessly into Unity's platform.



The Unity Intercom system leverages the BlueParrott Software Development Toolkit (SDK), making its headsets a natural and seamless fit for anyone using the platform. The BlueParrott Button is exclusively integrated by Unity Intercom, creating an even more seamless team communication experience by providing one-touch, heads-up access to the application. And, since Unity Intercom is also a voice-activated system, that means production teams can keep their hands and eyes on their jobs. When using voice-activated or voice-directed software, the reduction of excess noise is essential to ensure commands are clearly heard the first time, preventing false triggers and other mistakes. BlueParrott headsets are ideal here, with a noise cancellation range from 80% to 96% depending on the model.

“Creating a flexible and easy to use communication platform for production teams has always been our goal. When it comes to selecting the best audio equipment to pair with the platform, we’ve been recommending BlueParrott headsets to our customers for years because of their seamless integration thanks to the SDK.”

-Michael Marston
Sales and Development at Unity

Embracing new technology for in-office and on-set production

While majorly disruptive to the entertainment and live event production industry, the pandemic did provide companies the chance to reevaluate their tech stacks for the new hybrid production environment. The team at Moritz Productions embraced the Unity platform both in-office and in-production sets. They sought a complementary headset solution that would fit into the way they were already used to working, including push-to-talk features and wireless. They also needed superior noise rejection that could contend with live event spaces, where team members often work in close proximity to speakers. BlueParrott was the clear choice.

The Moritz Productions team uses the headsets in multi-location live situations and on more traditional commercial or live event shoots. The versatility of BlueParrott has given the team flexibility to adapt to any production scenario they face, while allowing them to easily work with people in other locations who are bringing their own device. In the reality of pandemic-influenced production, this level of flexibility has proven essential.

“The team has absolutely loved their experience with the BlueParrott headsets. Since the headsets pair directly with their mobile devices, the team isn’t weighed down by extra devices and can just use the phone and headset they’d be carrying around anyway, making BlueParrott an ideal selection in the production setting.”

- Michael J Moritz Jr.
Producer at Moritz Productions

BlueParrott in Action at Curtain Up!

Moritz Productions put the Unity and BlueParrott setup to the test at one of the most complex event spaces to navigate – Times Square. Curtain Up! was an outdoor event in September 2021 that celebrated the return of Broadway, hosted by Playbill in partnership with The Broadway League and Times Square Alliance. The event featured performances from major Broadway productions in the heart of Times Square. At the three-day event, the Moritz Productions team handled all elements of the broadcast, while having to contend with the hustle and bustle of Times Square.

It’s a location filled with signals and interference, meaning a traditional walkie-talkie setup would have never worked. It’s also loud, especially during a major event, so noise cancellation was essential to ensure the team stayed in clear communication and kept the show moving. The Unity and BlueParrott integration was ideal, as it uses cell phones rather than radio frequencies, all while keeping the team from being weighed down by multiple devices.

“Enabling more seamless and effective communication has always been our goal, especially as teams across industries are forced to adapt to a new, hybrid normal. The partnership with Unity is the perfect example of why we developed our SDK, as it allows our headsets to be used in a broad range of jobs and functions.”

-Yves Dupuis
SVP at BlueParrott

Learn more here:

[BlueParrott Enterprise Solutions](#)

[Unity Intercom](#)

[Moritz Productions](#)

