

milestone report

MLA project code:	P.PSH0794
MLA project title:	JBS Dinmore Rib Scriber Video
Project leader:	Andrew Moussa
MLA project manager/coordinator:	Darryl Heidke
Milestone number:	1

Milestone

The project will deliver:

- Production quality video for use by JBS/SCOTT
- Production quality video for use by MLA/SCOTT/Industry
- A series of high resolution photographs that can be used for marketing media

Each video will be a high quality video based on site filming, interviews and digital post production. Video will be in 1080p HD broadcast quality and will have various quality and size variants suitable for digital media broadcast and large format display.

Abstract

A broadcast quality videography of the Scott Automation and Robotics DEXA rib cutting system has now been compiled. A professional production company has been engaged to film the JBS Dinmore DEXA system. The filming included a number of interviews with various stakeholder and touches on capability and benefit of the machinery to plant operation and bottom line.

Background

Scott Automation & Robotics, Meat and Livestock Australia and JBS have completed development of a DEXA Robotic Beed Rib Scribing System that is able to replace the actions of manual scribe saw operators with an automated process driven by the advance of sensing technology and robotic manipulation.

Once the project was completed, a cost benfit analysis was conducted to further assess the benefits to the related parties. A need to provide information to the industry on the systems capabilities and achievements was established. This would be done with two separate, targeted videos that consisted of the system working and interviews with key members in SCOTT/JBS and MLA, combined with high resolution imagery.

Project objectives

Produce two high quality videos (1080p HD) for broadcast on digital media. First video is made for JBS/SCOTT digital media broadcast and the second for MLA/SCOTT/Industry related broadcasts. A series of high resolution photos to accompany for marketing purposes.

Success in achieving milestone

- Production of high quality JBS/SCOTT Video was successfully completed and released. The video featured multiple representatives from SCOTT/MLA & JBS. Video was released onto Scott digital media and emailed out to meat industry representatives. Video currently sitting at 1915 views on Scott Automation & Robotics youtube channel.
- Production of high quality MLA/SCOTT/Industry Video was successfully completed and released. The video featured multiple representatives from SCOTT/MLA & JBS. Video was released at MLA AGM & placed into the MLA Newsletter. Video currently sitting at 1029 views on MLA youtube channel.
- A series of high resolution photos were provided and released both SCOTT and MLA for marketing purposes.



A SCOTT/JBS Version has been produced

A MLA/SCOTT/Industry Version has been produced



Both videos have been provided separatley to this report.