



A-LIGN

VIDEO PRODUCTION EQUIPMENT PROPOSAL

Studio core in Tampa + travel-ready field kit



Exploratory starting point
Richard Smotherman | August 2026

[RICHARDSADDRESS.COM/A-LIGN](https://richardsaddress.com/a-align)

Start with the work, then scale the kit

Primary work

Executive and SME talking heads; one- and two-person recorded interviews.

Operating model

Permanent Tampa studio core with one- or two-camera travel subset.

Buying principle

Matched cameras, dependable audio and safe lighting before specialty motion gear.

Intentionally separate

Production equipment budgets

Workstation + storage

Recurring software licenses

Deferred until scope is confirmed: live switcher, capture card and dedicated streaming build.

Mirrorless is the right system for this role

SONY E-MOUNT

Matched bodies simplify color, menus, lenses, batteries and post-production.

Recommendation

2 × Sony FX30

2 × Sigma 18–50mm f/2.8

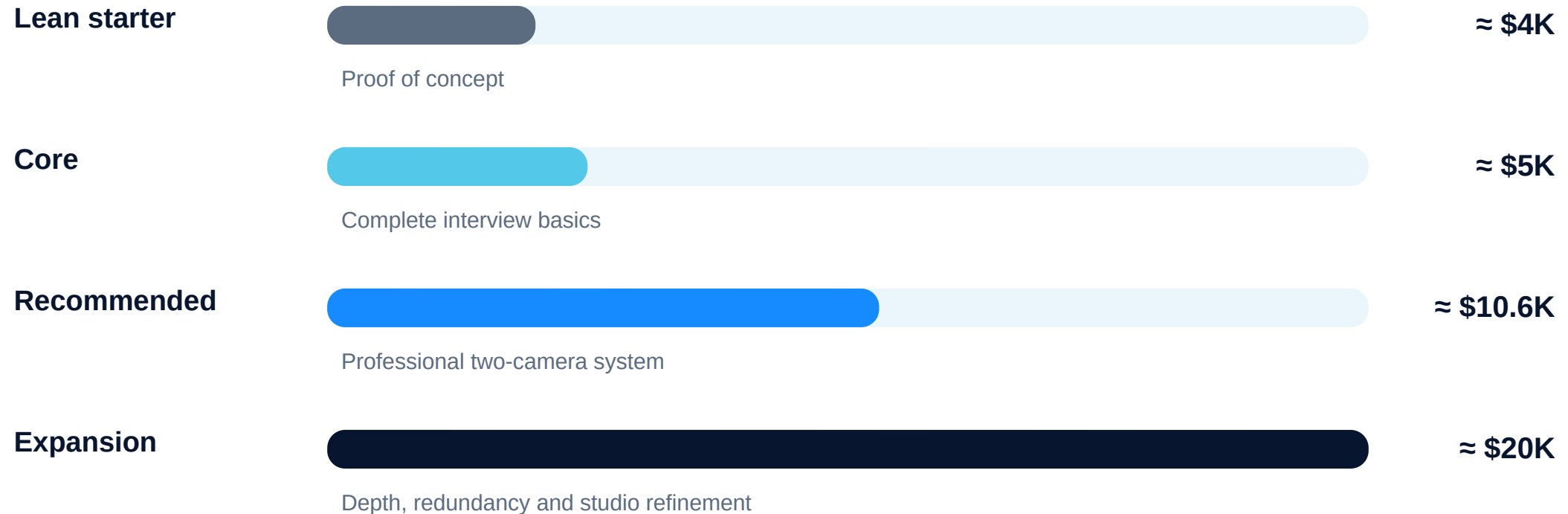


Active cooling • 4K120 • 10-bit
4:2:2



Constant f/2.8 • compact APS-C
zoom

Four levels clarify the tradeoffs



The recommended configuration lands near \$10.6K at current regular prices; bundles or a deferred monitor can bring it closer to \$10K.

\$5K core: complete basics, fewer professional safeguards



2 × Sony ZV-E10 II kits

Cameras	\$2,600
Lighting	\$650
Audio	\$750
Support	\$350
Essentials	\$650

Tradeoff: capable and complete, but without active-cooled cinema bodies, a field monitor or deep travel redundancy.

Recommended: a credible two-camera system for ≈\$10.6K



Sony FX30
2 × \$2,098



Sigma 18–50 f/2.8
2 × \$659



Zoom H6essential
≈ \$343



RODE Wireless PRO
≈ \$279



DJI RS 4 Mini
≈ \$369

Also included: three-light kit • shotgun mic • headphones • two tripods • field monitor • teleprompter • media • power • cases • filters • safety

TOTAL ≈ \$10,600

\$20K expansion buys resilience—not just more gear

Third matched FX30 + lens	\$2.5K
Lens variety	\$1.35K
Studio + RGB lighting	\$1.5K
Backdrop + acoustics	\$2.0K
Travel redundancy	\$1.2K
Power, monitor + slider	\$1.1K



Representative support equipment — final models depend on room, travel and procurement requirements.

Keep the hybrid workstation separate: ≈\$8.1K

16-inch MacBook Pro, 48GB / 1TB	\$3,400
Thunderbolt dock	\$400
Two 27-inch 4K monitors	\$1,400
Two 4TB SSD working drives	\$700
4-bay NAS + drives	\$2,200



Laptop + dock is the practical choice for a hybrid role.

NAS = centralized network storage and backup.

Software is recurring—and needs enterprise review

CORE	Adobe Creative Cloud for teams	Editing, graphics, audio and review workflow.
LICENSE	Envato Elements	Templates, music and stock under the correct team license.
OPTIONAL PILOT	Higgsfield	Only after security, privacy and brand-governance approval.

Budget separately after A-LIGN confirms existing licenses, procurement rules and approved AI tools.

The \$10K tier is the right starting conversation

It protects the fundamentals

Matched cameras

Dependable dual-source audio

Three-point lighting

Portable support and cases

Enough monitoring to work solo

Questions to validate

- What equipment already exists?
- Is there a dedicated Tampa room?
- What is the expected travel cadence?
- Which content formats matter first?
- What procurement and software standards apply?

Recommendation: approve priorities first, then obtain formal quotes and buy in phases.

Reference products and current links

Sony FX30 — \$2,098

https://www.bhphotovideo.com/c/product/1729317-REG/sony_ilme_fx30_fx30_digital_cinema_camera.html

Sigma 18-50mm f/2.8 — \$659

https://www.bhphotovideo.com/c/product/1667228-REG/sigma_18_50mm_f_2_8_dg_dn.html

amaran 3-light kit — \$1,258

https://www.bhphotovideo.com/c/product/1974030-REG/amaran_led_monolights_with_light.html/overview

Zoom H6essential kit — ≈\$343

https://www.bhphotovideo.com/c/product/1888633-REG/zoom_h6essential_6_track_32_bit_float.html

RODE Wireless PRO — ≈\$279

https://www.bhphotovideo.com/c/product/1782756-REG/rode_wipro_wireless_pro_2_person.html

Sennheiser MKE 600 — ≈\$300

https://www.bhphotovideo.com/c/product/878340-REG/Sennheiser_MKE_600_Shotgun.html

Support, review and purchasing links

DJI RS 4 Mini Combo — \$369

https://www.bhphotovideo.com/c/product/1874871-REG/dji_cp_rn_00000443_02_rs_4_mini_combo.html

Atomos Shinobi II — \$369

https://www.bhphotovideo.com/c/product/1841686-REG/atomos_atomshb003_shinobi_ii_5.html

Sony MDR-7506 — \$113

https://www.bhphotovideo.com/c/product/49510-REG/Sony_MDR_7506_MDR_7506_Headphone.html

Adobe Creative Cloud for teams

<https://www.adobe.com/creativecloud/business/teams/plans.html>

Frame.io

<https://frame.io/pricing>

Envato Elements

<https://elements.envato.com/pricing>

Planning estimates only. Confirm compatibility, enterprise licensing, current pricing, tax, shipping and A-LIGN procurement requirements before purchase.