

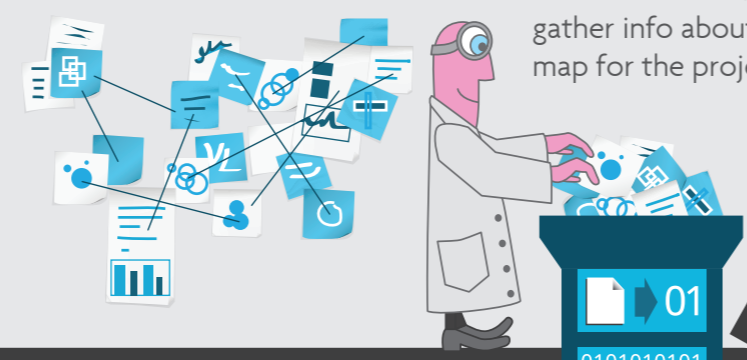


videolabs

THE PROCESS

Step 1 Planning and Gathering

Before we start, we need to figure out what we want to accomplish and what we have to work with. In this stage, we gather info about you and plan the road map for the project, including writing scripts, scheduling shoots, and setting deadlines.



Step 2 - Video Production or "The Shoot"

This is when we actually shoot the video. Typically you can expect us to have a crew, set up all the lighting and equipment, then walk you through the process. We walk you through the whole process and shoot until we get it right. We may shoot B-Roll (action video that we can use with a voice-over), conduct a personal interview, take photography stills, or do product close-ups. After the shoot, we move on to editing.



In "post" we add all the extra motion and special effects as well as music and additional audio. This is essentially the icing on the cake and a final polish to the video project.

Step 4 Post Production



Step 3 Editing or "Cutting"

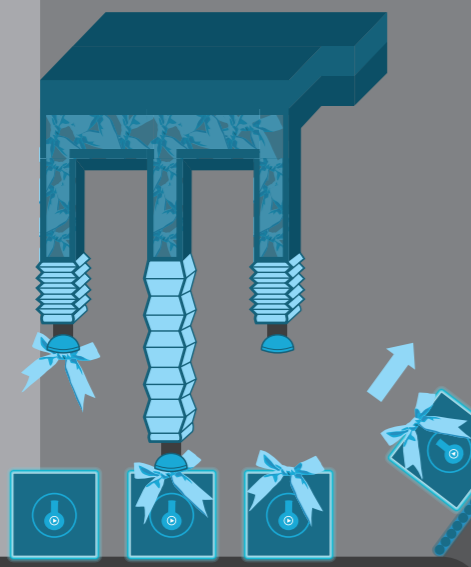
In this stage, we take the video and cut it, or put it in a sequence. This sets up the story that we want to tell by linearly arranging imagery where it is most effective.



THE STUDIO

Step 5 - Video Prep and Conversion

We make sure the video has been sampled, compressed, and converted into the right formats so its ready to be used for various environments. This step is critical for optimizing the formats to load quickly and play smoothly.



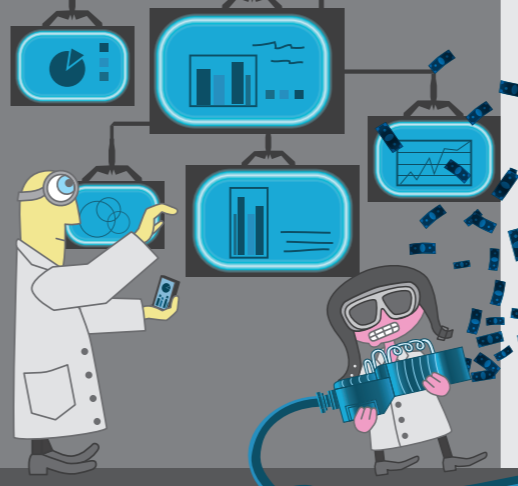
Step 6 - Video Uploading

We upload your video to major video hubs such as YouTube and Vimeo while adding the additional information. By fleshing out descriptions, identifying keywords, and categorizing your video in a meaningful and context-driven way, potential clients and customers have a much better chance of finding you based on what they're searching for.



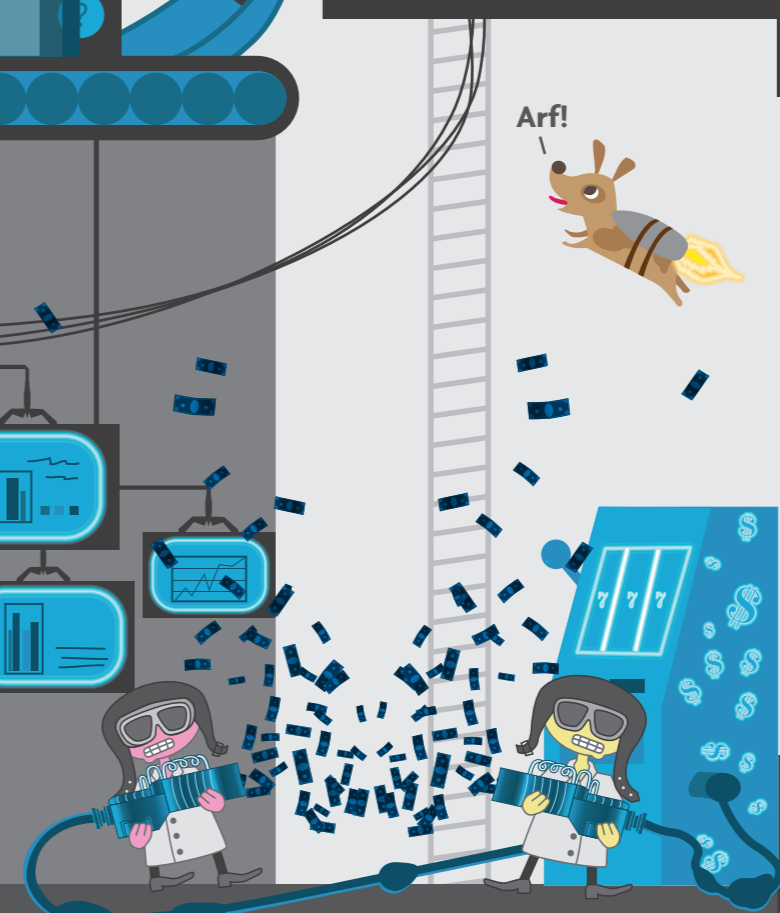
Step 7 - Metric Analysis

After you start getting some traffic, we'll be able to help you identify who's watching, when they're watching, how long they're watching, and what they're watching with to help see what's effective.



Step 8 - Profit

Sit back, relax, and watch those sweet mounds of cash pile higher and higher.



Contact Us Today!
Thank you for your time and interest in Video Labs!

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