SIGMA GROUP

Video Guide

Seeing and hearing a piece of equipment function properly is a big selling point when evaluating equipment. Follow these video guidelines to ensure your equipment is well advertised in its best light.



Preparation

Cleaning/Moving

- Clean the equipment before recording your video. Remove any dust or dirt
- If possible, move your equipment to a large space with plenty of room to move around the unit

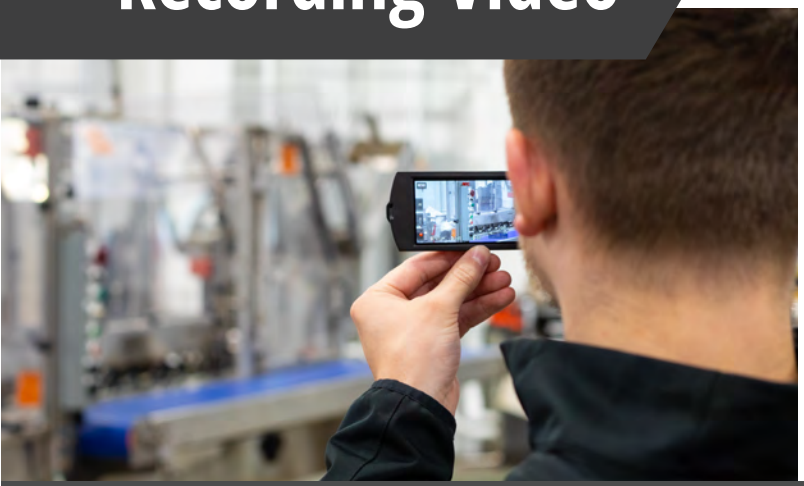
Lighting

- Make sure you have adequate lighting to see all features of your equipment
- Supply additional lamps for the inside of the machine (control panels, enclosures, etc.)

Audio

- Please turn off all stereos or any other source of music
- Turn off fans or other noisy machines if possible
- Ask anyone in the recording area to be quiet during the video

Recording Video



GENERAL RECORDING

- ☐ Record all sides of equipment
- ☐ Record control panel/display
- ☐ Show product running through equipment
- ☐ Walk slowly while recording around the unit
- ☐ Move closer to unit instead of zooming

MOBILE PHONE RECORDING

- ☐ Turn the phone sideways to shoot in landscape
- ☐ Change video recording format to MP4 in settings
- ☐ Record for at least 60 seconds

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