



Twenty-Eight Years, in Business, Really? So What!

My standard elevator speech in (one minute presentation on The Studio), includes the line 28 years in business.

So what does this mean, what does it imply 28 years in business. I'm curious what kind of impression do I make when I say I have been doing business for that long. Initially it sounds like a positive comment 28 years, wow that's a lot of experience! However nowadays I wonder what are peoples first reaction to 28 years in business? To be honest my competition is half my age. Perhaps being in business so long I'm set in my ways. Perhaps the equipment, the technology I use is out of date. In any case I thought, I come up with a response how I could deflect any negative connotations to being in business for 28 years.

Here some ideas on how I thought I could follow up the comment 28 years in business:

1. but not using the same camera
2. I started when I was 10 years old
3. I started when I was 12 years old
4. I only use my cane on really long shoots
5. but I really only remember the last five or so
6. When I started my business there weren't video cameras I just pretended to do it with a toilet paper tube
7. my first camera was Etch-a-Sketch
8. I actually stop counting few years

Tell me your favorite or send me your ideas.. Signing off From The Studio, in business for, well 28 years and counting (maybe I should start counting backwards).



At Simicha Event Trade Show

How to Produce Your Own Videos

(outline of this months corporate video)

Presented by David Cooperstone from The Studio Video Facilities

Why video?

- Get your message across
- Show, display, and demonstrate your services and or products
- Personalize your contact
- It works!

Why do it on your own?

- To save money
- To be in total control
- To challenge oneself

Steps to producing your own Video

Pre-production -Planning
Production -Shooting
Post-production -Editing

Pre-Production

“The Product is a reflection of the process”

Purpose of video

Audience for video

Style –testimonials, humor, documentary, drama, on camera, talking head

Script –beginning-middle –end (intro-develop-sum up, review)

Limitation, technology, location, budget, experience

Scheduling-location check

Production

Sincerely,

David Cooperstone
The Studio Video Facilities

www.studiovideo.com

info@studiovideo.com

604-612-9767

Hire a professional from The Studio Video Facilities.

Providing professional video services....since 1985

Green Screen

Production

Gear camera and accessories

Shooting setting up the shot, angles, movement shot sizes

Review

Post-production

Logging footage

Creating an EDL (edit decision list)

Editing software –Mac - i-movie, Black Berry - Storymaker

PC – Windows Movie Maker, Sony Vegas 10 or 11, Abode

Premiere Elements

Pushing the buttons (cutting the video)

Sound narration, music

Transitions and Effects

Titles and Graphics

Uploading

Distribution DVD, social media

Resources;

tinyshooters.com (iPhone video accessories)

wimmedia.com (media, usb sticks, discs etc.)

matrixvideo.com (equipment rental and purchase)



iPhone Video Accessories



The Studio presents

The Magic of Video Green Screen

What is Green Screen?

- In the simplest terms- it allows us to video a person in front of a green background and replace the background with any image you like
- We can place a company logo, a graphically generated image, a map on

Video's Produced by THE STUDIO This Month...

[The First Ten Years](#)

[A retrospective of the first ten years of operations of The Studio Video Facilities now in its 28th year](#)

[RCC after 5 at the Boathouse with Altire Properties](#)

[RCC 2013 Post Budget Luncheon with Hon. Michael de Jong](#)

graphically generated image, a jpeg or a moving video clip.

- In a professional studio setting, we light the subject and background
- We take your script, which we can assist you in creating and place it on our teleprompter.
- Professional micing and camera complete the process.



All post-production and uploading to the web is included.

We will provide you with a professional looking video for placement on your homepage, to use in a video blog and/or to e-mail to your clients.

\$ Reasonably priced at only \$300 for 30 minutes or \$500 for one hour

Examples of our Green Screen Videos

<https://vimeo.com/29641450>
<http://www.youtube.com/watch?v=uZINIWTU6w>
<http://www.youtube.com/watch?v=gKgbx85C04s>
<http://www.youtube.com/watch?v=BRLfHyqsHyM>

We will use multiple takes to get it just right for you!

*** Contact David Cooperstone @
604-612-9767**

www.studiovideo.com
info@studiovideo.com

<https://vimeo.com/29641450>
<http://www.youtube.com/watch?v=uZINIWTU6w>
<http://www.youtube.com/watch?v=gKgbx85C04s>
<http://www.youtube.com/watch?v=BRLfHyqsHyM>

We will use multiple takes to get it just right for you!

*** Contact David Cooperstone @
604-612-9767**

www.studiovideo.com
info@studiovideo.com

Vendor Of The Month

 Internet-Exposure.com

Internet Exposure

[\(Highlights coming\)](#)

[Modern Brides Wedding Expo](#)

Modern Brides Fashion Show
Coming Soon

[Internet Exposure](#)

[Purim party at Kollel](#)

[BNI Ozzie Kipnes](#)

[International Business Week Seminar on Branding
Introduction to Branding](#)

[Video - How to Produce Your Own Video](#)

[Design - June Berger](#)

[Photography - Bini Ball](#)

[Web - Todd Galloway](#)

Event Video of the Month

Kollel Purim Party



Where's David?

[Click Here](#)

Video Recording Testimonials/Interviews

1. Start by recording black at front of tape

2. Make sure to allow tape to record for

Internet-Exposure has been in the [online marketing](#) business since 2001, and has a wealth of experience working with thousands of websites for different businesses from self employed individuals, to large organizations, such as Liberal Party of Canada in BC. Many of Internet-Exposure's clients have been with them from the start, using their [hosting](#), and [search engines placement](#) services for more than a decade.

As a long-time [Vancouver Search Engines Placement Expert](#), this company knows that there are two elements of the design process that need to be addressed before all else. They relate to the user experience while on the site and what the search engines see when they crawl it, basically the human and machine versions of "What happens on your website?"

[Internet-Exposure](#) team of web designers are some of the very best in the business because they are marketing professionals, combining their creative skills with practical knowledge of how business on the internet works and keeping track of changes in that business as they happen. As the web has evolved and grown over the past ten years, this company always managed to stay ahead of the competitors by making sure they understand not just what was happening in internet marketing, but why it was happening.

[Internet-Exposure](#) have multiple marketing tools and strategies available and they add more all the time - provided they have been proven effective. They are flexible and are able to offer unique, cost effective solutions, tailored for each business.

For only online marketing and search engines placement questions, please call 604-876-2156, or email info@internet-exposure.com.

[Internet-Exposure](#) – More Business through Internet.

2. Make sure to allow tape to record for 3-5 seconds before testimonial and 3-5 seconds after
3. Place subject so light falls on them. NO LIGHT FROM BEHIND. EG WINDOW
4. Video subject from mid chest up. Have them stand still
5. Have room as quiet as possible, have silence at least 2 seconds before and after testimonial
6. If a mistake is made pause recording and then start recording as states above 3-5 seconds before
7. Use a Tripod (you can get one for under \$50 at London Drugs)
8. Review footage while still on location

Note: try to get no more than 30 second sound bites.

You can get more than one but there should be a 30 second limit.



Modern Brides Wedding Expo



Corporate Video of the Month





International Business Week Seminar on
Branding
How to Produce Your Own Video
(see article on video content)
[Click Here](#)



***Need an Online Video
or an Event that should be
Professionally Video Recorded?***



David Cooperstone of "The Studio Video Facilities"

*will capture you and/or your company in the right "light"
so you look good in your corporate/promotional clip.*



*He will also capture all the important moments
of your events to keep them alive for the future.*

**Click on the pictures for
sample videos**



Corporate Video Production Services

To get information across,
Video Can Do It For You!

- Web videos that can utilize green screen
- Lectures, Seminars, Conventions, etc.
- Company, services and products profiles

We work with a network of highly knowledgeable and experienced people in the field to bring you professional video productions.

Specialized Packages

The Web Video

1 - 2 minute introduction to company designed to get people to further explore your website or utilize your call to action.

The Video Memo

A cost and time effective way to introduce personell on company plans, procedures and policies, particularly if the employees are stationed in various areas of the province or country.

The Video Brochure

A concise video enabling people to see and hear how your company functions, and the product with which you are concerned to be placed on your website.

The Video Testimonial

A way to document your clients positive feed-back.

EVENTS WE CAN DO FOR YOU

- Celebrations (Weddings, Parties, Openings)
- Sporting Events
- Stage Productions
- Concerts
- Graduations
- Funerals and Memorials
- Music Videos (Performance or Conceptual)
- The List Goes On . . .

Transfers/Duplication and Rental

- Transfer your 8mm film, any video tape format or photos to DVD
- Add music, narration and titles to your productions
- Duplicate your DVDs
- Rental of basic video gear such as cameras and LCD projectors.



Try it FREE today.