

ACTION VIDEO

SERVICES LIMITED

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Philip Beasley
Director

t: 0800 389 8730
m: 07802 864477

e: philip.b@actionvideo.co.uk

www.actionvideo.co.uk

Studio: 19 Glanmire, Billericay, Essex. CM11 1DU



CONFERENCE SEMINAR AND PROMOTIONAL FILMING 2010

INDIVIDUALLY CRAFTED PACKAGES
FOR AUDIO / VISUAL PRODUCTION

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www.actionvideo.co.uk

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Current 2009-2010

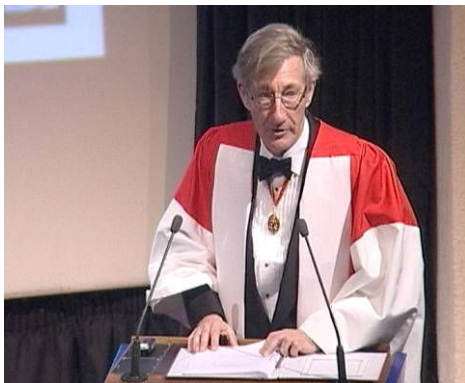
CONFERENCE, SEMINAR, EVENT, INTERVIEW FILMING AND STILLS PHOTOGRAPHY

CREATING YOUR FILM

Our aim is to produce as faithful a reproduction of a conference, seminar or event, to create a finished product that will be the next best thing to being at the event, ensuring where possible that all relevant information (speakers / slides / panel discussions / Q&A audience participation)

THE EQUIPMENT: All our packages use Broadcast quality 3CCD pal video cameras recording to Standard Definition DVCam videotape, ideal for editing and transfer to the majority of formats available today, including DVD, video, CD Rom and Internet / Intranet. We can offer a choice of formats in either standard 4:3 or Widescreen. High Definition is also available on request.

(All pictures shown here are taken from video presentations).



This wide range of facilities ensures the right quality for your requirements and is why many of our clients including BUPA and the Royal College of Physicians are happy to recommend us to their clients.

If this is for editing to highlights, and you are also putting up the PowerPoint slides, then a single camera on the speakers may suffice and will be the most cost-effective option. However, if you are looking to distribute the film to a wider audience, a two camera shoot makes for a more interesting mix.

If there is a lot of audience interaction (Q&A, etc) then it may be worth considering a third camera trained on the audience. This also gives more creativity with speakers in the edit.

We can even take the original PowerPoint Slides and incorporate them into the final edit if required.

FILMING EXAMPLES: Examples of conference filming in different venue locations undertaken by us for clients can be viewed on our website at: <http://www.actionvideo.co.uk/html/rcp.html>

AUDIO: Where possible we will we take a balanced audio feed directly from the venue AV desk to ensure the clearest possible sound, and the cameras give fantastic quality results in low light, enabling great video without the need for additional lighting and retaining the ambience of the conference. If a sound feed is not available we can either use our own direct radio microphones or discreet table top recorders that can be added in the edit.

The finished product can be top & tailed and presented to you on a DVD-R Video Disc, or you can purchase the pal master DVCam videotape copy to re-edit yourselves.

Whatever your requirements we can accommodate.

To give you an exact quote please give more details of exactly what you require, but as a rough ball park, a single camera shoot top & tailed to pal DVD is £1000.00 going to £10,000.00 for 3 camera pal Hi-Definition shoot with PowerPoint inserts, edited into specific sections & transferred to client media including web streaming compatible. There are many different permutations and prices in between, dependant on your requirements.

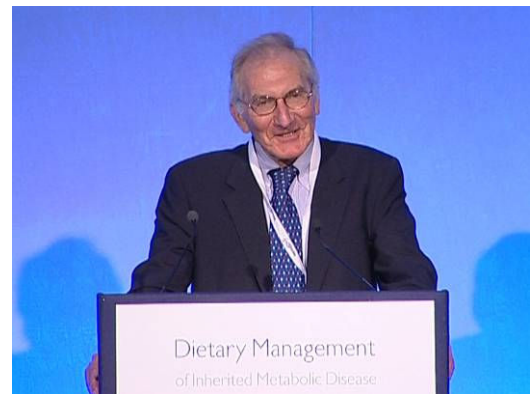
SOME QUOTATION EXAMPLES

These are a selection of our most popular packages day rates. However, as every event can be unique, we are happy to discuss your exact requirements to tailor a package that exactly suits your requirements and expectations.

OPTION ONE

Single camera standard definition shoot & basic DVD edit - One operator - £1200.00

A single Broadcast Digital Camera & operator, set up at the back of the Theatre / venue. The camera is specially designed for excellent conditions in low light situations and is ideal for faithfully capturing theatre events without interfering with the atmosphere or needing additional lighting.



Where possible we will take an audio feed from the venue desk to ensure the best quality sound from the speakers, or if it is a single speaker use our own tie-clip radio microphone with a direct feed to our camera.

The film will concentrate on speakers, etc, with smooth zooms and movement if necessary to illustrate any particular references or slides. Ideal for an archive record of the event.

The final film will have a basic edit including sound mix, fade at start & end and a title if required. It will be authored onto a master DVD-R Video disc and sent to you.

OPTION TWO

Two Camera / one operator Standard definition shoot & basic DVD edit - £1600.00



(As Option One but with) Two camera shoot with one camera operator, including one wide shot camera to incorporate the screen, one speaker close up camera, with mix to broadcast digital tape – allowing for an interesting mix of wide shots and

close ups throughout the presentations - ideal for general distribution of the material to maintain interest or where there may be a panel discussion:

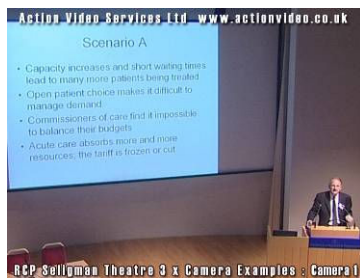


OPTION THREE

Three Camera / 2 operator Standard definition shoot & basic DVD edit - £2100.00

(As Option Two but with) Three camera shoot with two camera operators, including one wide shot camera to incorporate the screen, one speaker close up camera, and the third camera covering the audience and giving an additional view of the event. All material mixed live to broadcast digital tape – allowing for an interesting mix of wide shots and close ups throughout the presentations - ideal for general distribution of the material to maintain interest or where there may be a panel discussion with audience participation.

THREE CAMERA / TWO OPERATOR EXAMPLE RECORDING OF EVENT.



Camera One: Including wide shot to incorporate the screen, general atmosphere of the theatre and audience, zooming in for full screen of the slide presentations where appropriate.

Camera Two: Speaker Camera - recording mid / close up of the speaker and/or chairman (where appropriate).



Camera Three: Positioned to side of screen to capture side angle of the speaker, the audience and close up on the audience during question and answer sessions.

The mix of the three cameras throughout the day allows for an interesting mix of wide shots and close ups throughout the presentations - ideal for general distribution of the material to maintain interest.

Optional Extras:

- DVD creation with full interactive menus & chapters: £300.00
- Video conversion of PowerPoint slides for inclusion into the edit for clearer slides – ideal if material is to be edited down for internet distribution: £500.00
- Additional DVD copies of the presentation – by negotiation with discounts available for quantity – Prices range from £10.00 to £1.00 per disc
- Conversion of master Video material to additional formats such as web streaming, etc: By negotiation – we would need to discuss your requirements exactly (bandwidth speed of server & end user, computers used – PC/Mac) but we can accommodate any type of conversion
- Subtitling – By negotiation dependant on language – theses can be burnt into the main picture or added as interactive DVD material.



COPYRIGHT: Also, although we have copyright on the video image, the job includes full permission for you to use the material in any way you wish and you can make your own copies for distribution or put any of the material on your website. We would be happy to quote for the editing & authoring or can supply the footage in any format for your people to work on.

STUDIO INTERVIEW AND PROMOTIONAL FILMING



We have mobile studio equipment that enables us to set up quickly and with minimal fuss and disruption at client locations. Backdrop colours include Black cloth, plus white, blue and green pop-up backdrops. Our lighting is both bright and low power and does not get hot, allowing for a comfortable experience.

Additional facilities such as multiple microphones, autocue and track can also be provided on request. Contact us for further details and quotation.



(studio set ups & grabs from final film)

EVENT PHOTOGRAPHY

Where a record of an event is required but not videotaped, we can also offer high quality digital stills photography.



Using the latest SLR cameras means artistic and sharp pictures without the need for additional lighting and therefore minimising any possible disruption to the flow of the meeting. We specialise in 'reportage' natural style photography, but can also organise group and posed subjects if required. Large or small venues - we can cover them all!



OUR REQUIREMENTS

There are a few basic requirements to enable us to create your film. These include:

- An allocated parking space within the event venue with trolley access to the event location
- Enough space to set up equipment with a direct line of sight to the subject to be filmed
- Adequate power points
- Adequate set up and de-rigging time available before and after the event

Extras: All filming schedules with the event staff to be arranged and agreed by yourself or representative before the shoot. Any commercial music charged by negotiation with MCPS music licence. Any additional filming / work required over and above the agreed schedule to be charged by negotiation.

Payment Terms: 33% on client instruction to proceed, 33% on completion of principal photography, 34% on completion of final edit. All prices exclude vat at current rate. Any additional expenses / works requested by the client during the production by negotiation and will be included in the final invoice. The above quotation is current for thirty days. Written confirmation of instruction with order number required.

I trust this is the information you require and would be delighted to discuss your requirements in greater detail. Please feel free to contact me by telephone or email.

Yours sincerely,

Philip Beasley

Director

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