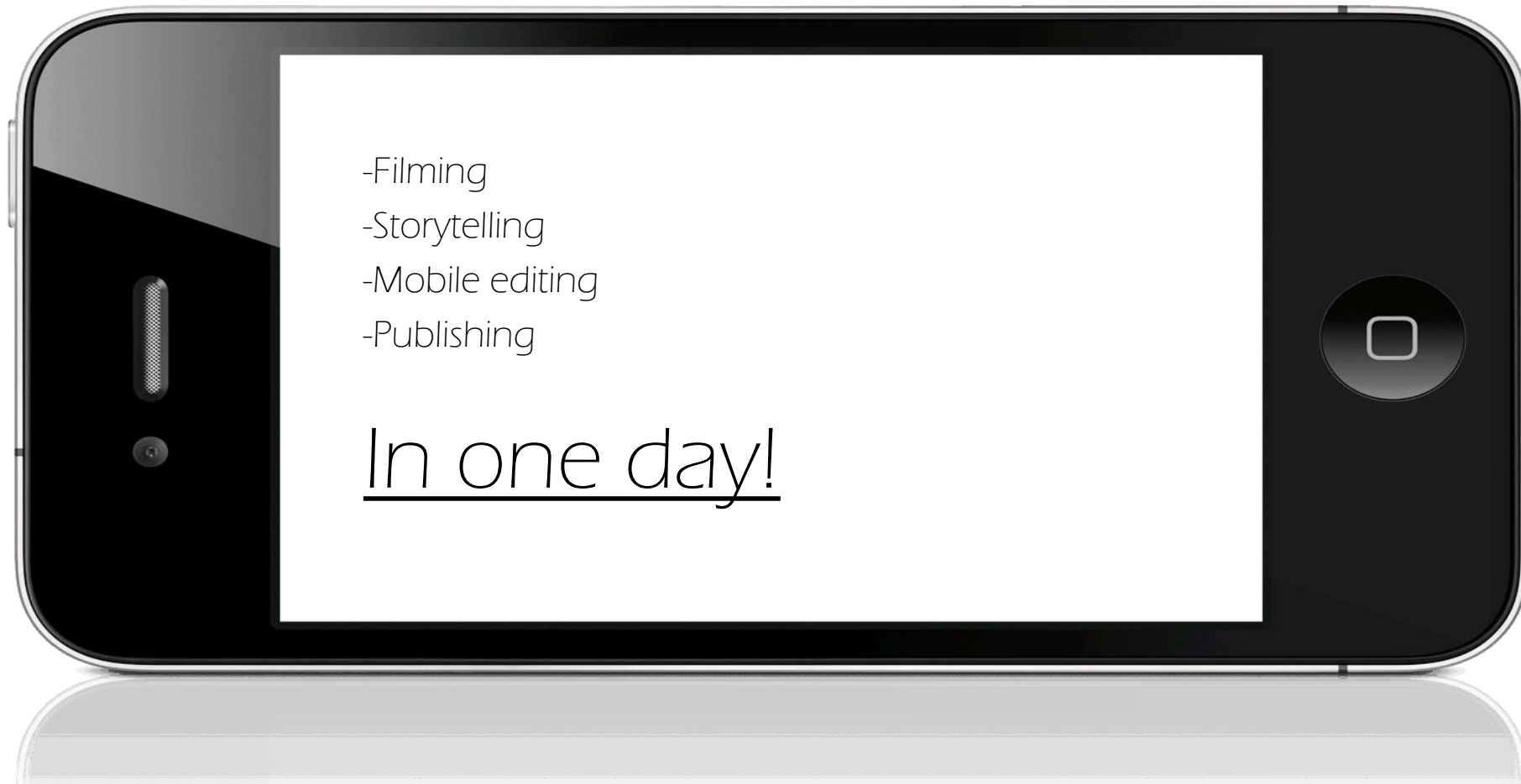


Professional filming on your smartphone





The hard facts mediaconsumption



80% of internet traffic will be video

75% of mobile data will be used to watch video's

Digital video is the new TV

The hard facts media consumption



12X

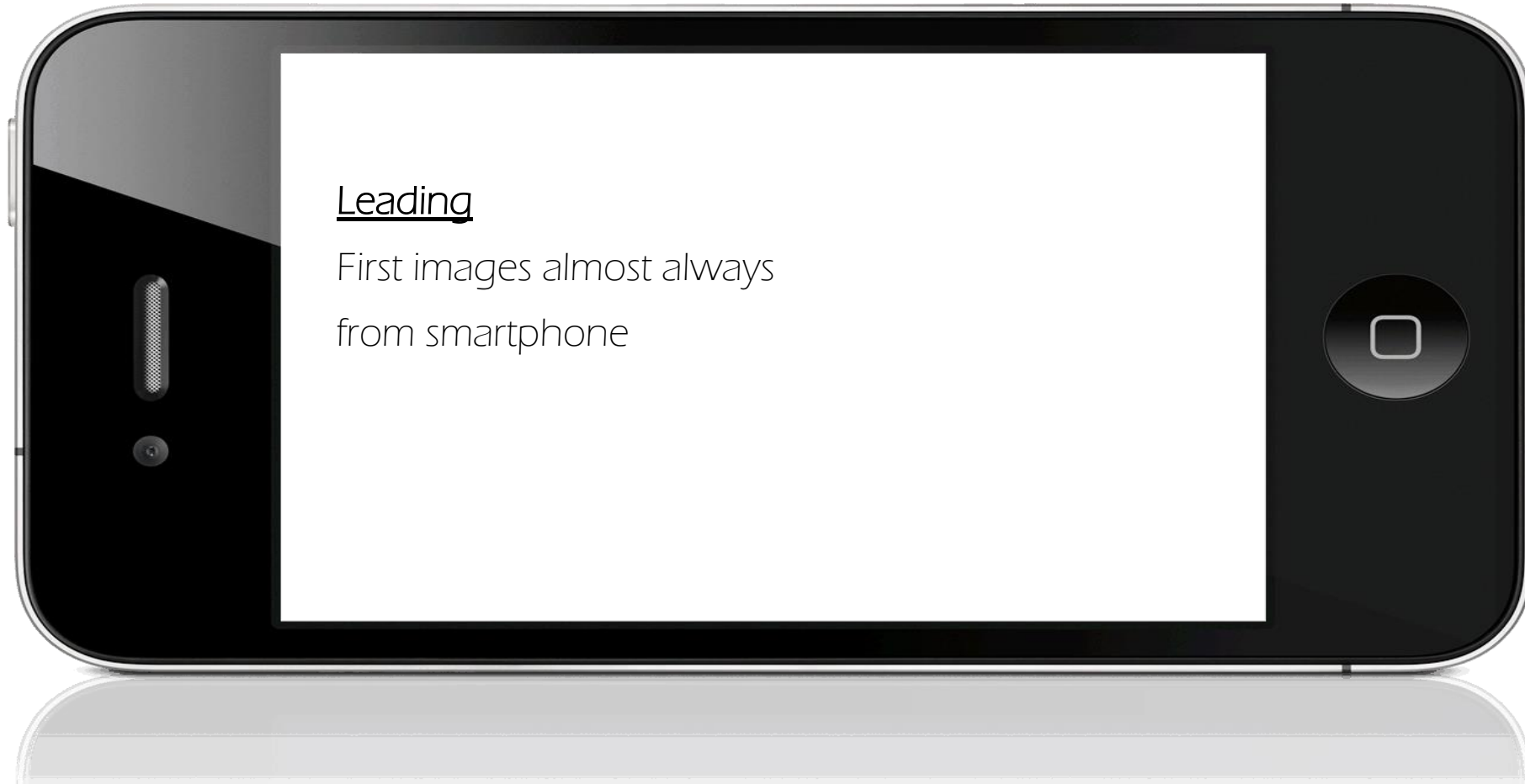
A visual message is shared 12x as much as a textual message.

If you want to get (even) better

MOJO: Filming on your Smartphone



Benefits of filming on your smartphone



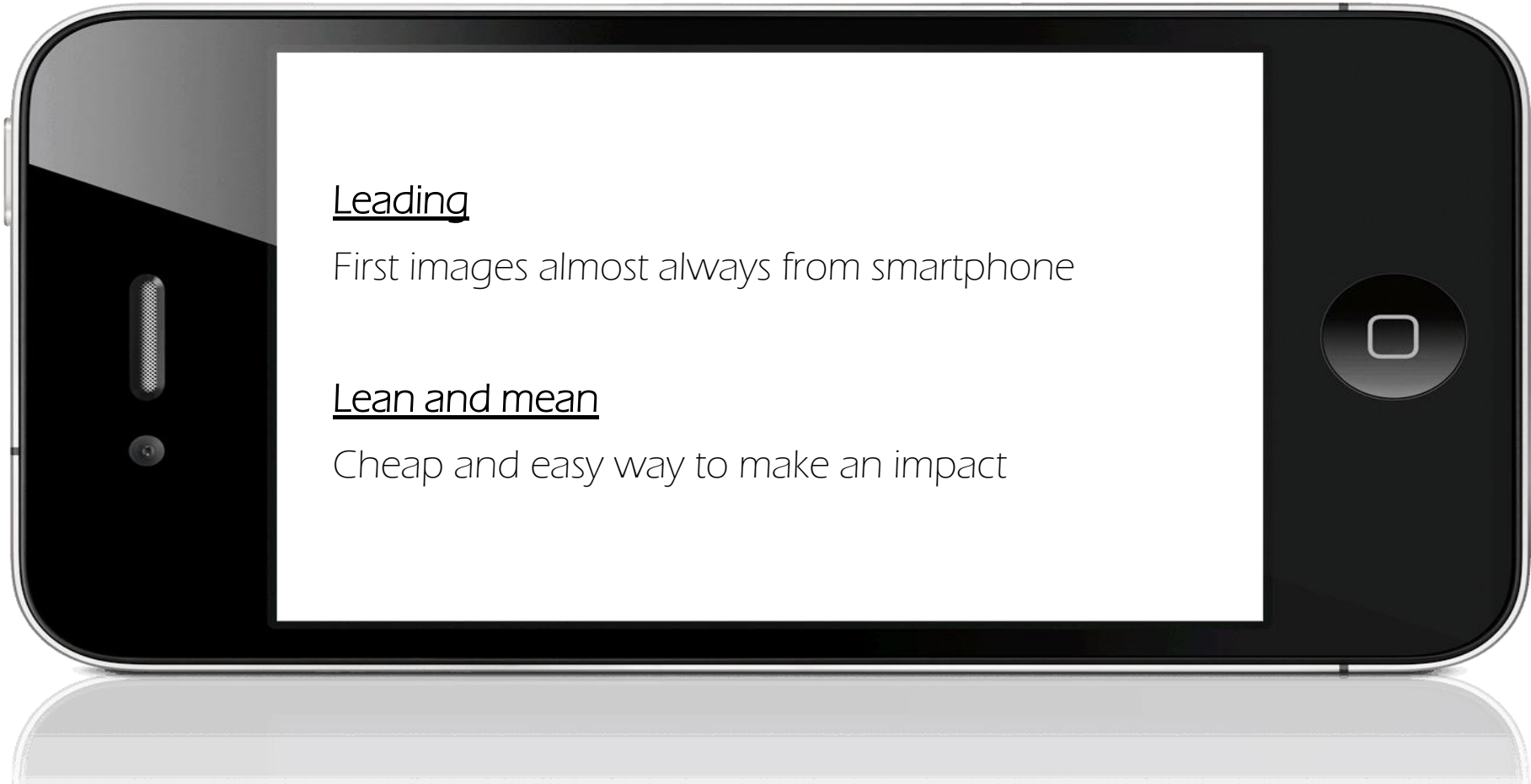
Benefits of filming on your smartphone

Leading

First images almost always from smartphone

Lean and mean

Cheap and easy way to make an impact



Benefits of filming on your smartphone



Small and compact, handy when travelling

Size and weight (ready to grip anywhere)

Relatively invisible

Benefits of filming on your smartphone



24/7 standby

Opportunities for sharing footage online at all times

Quick film-montage workflow

Benefits of filming on your smartphone

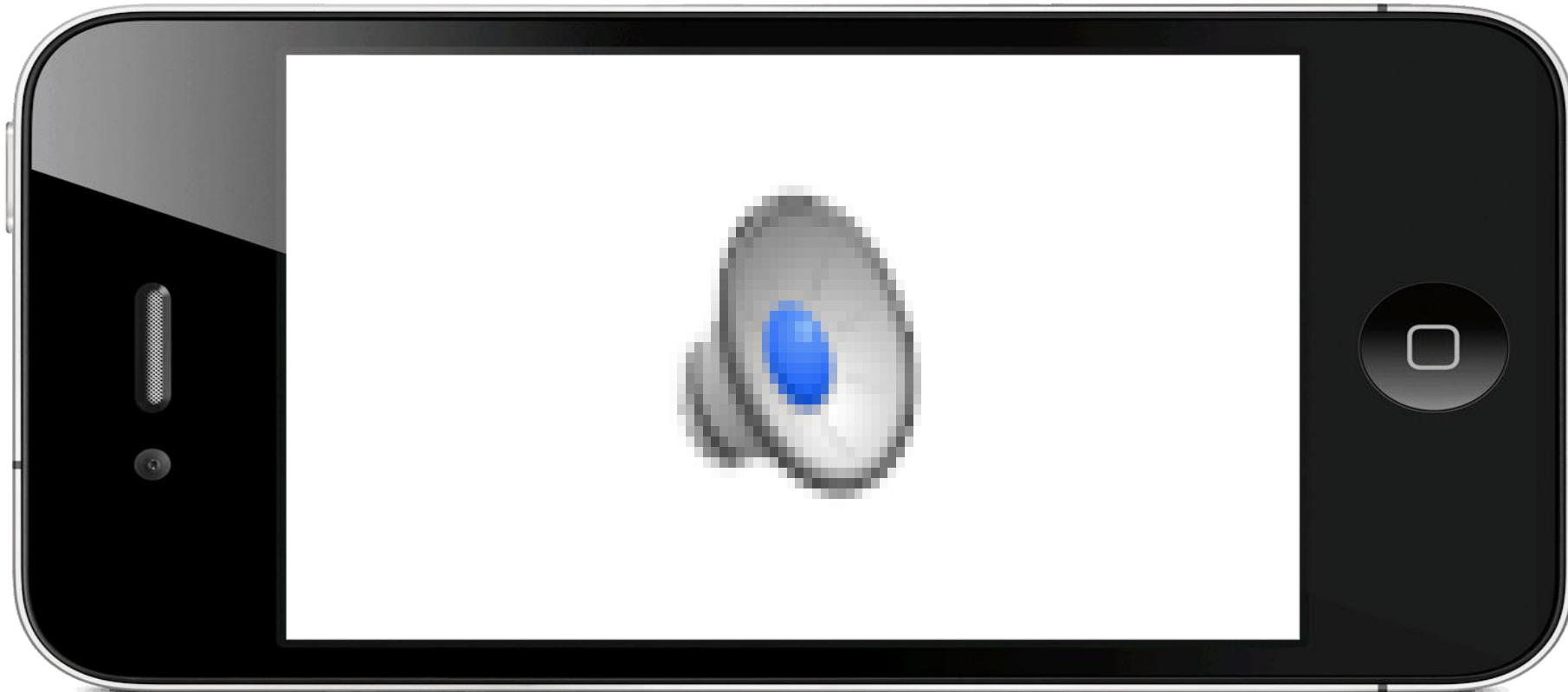


4K HD Video

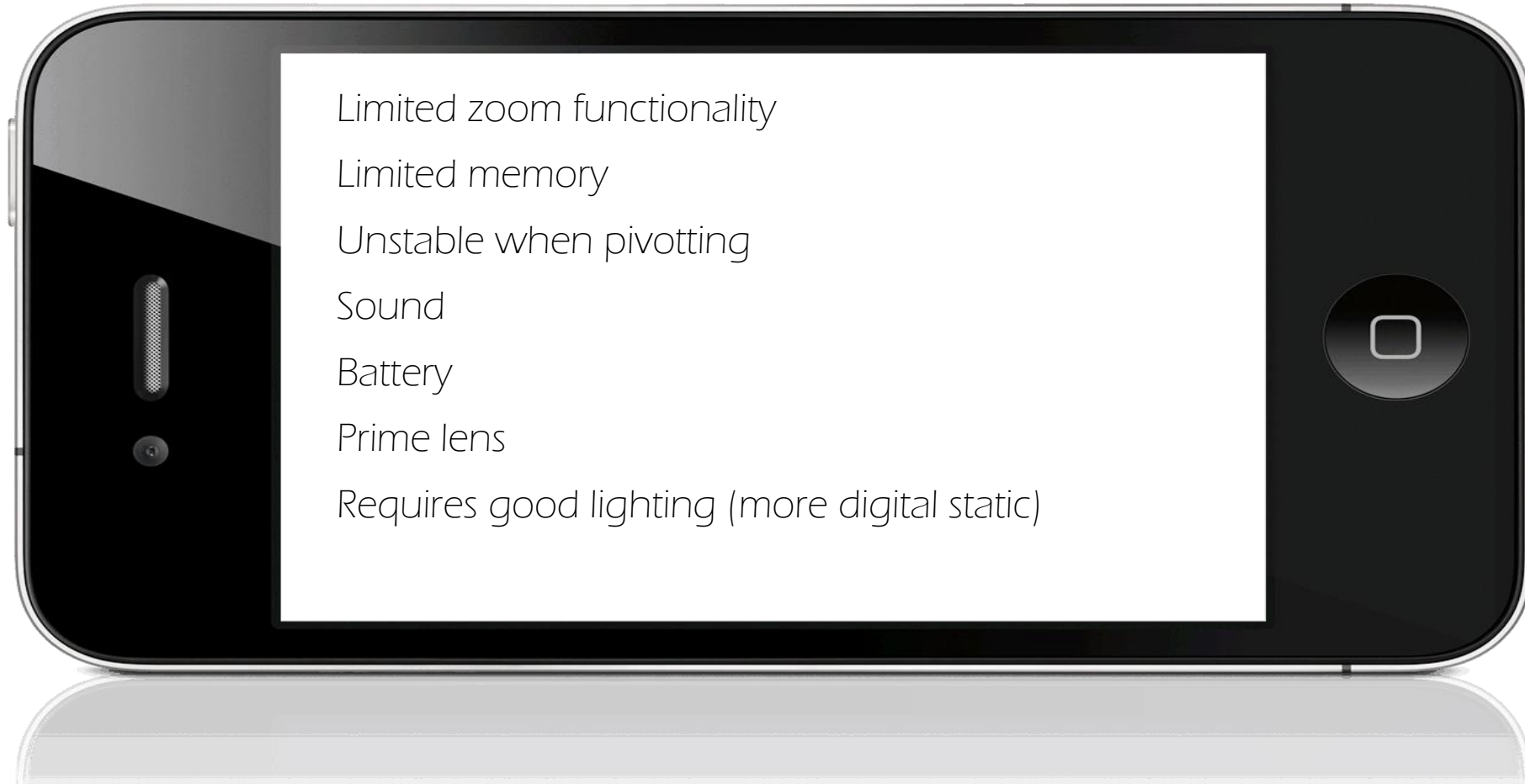
Great tools and apps available

Tremendous price-quality ratio

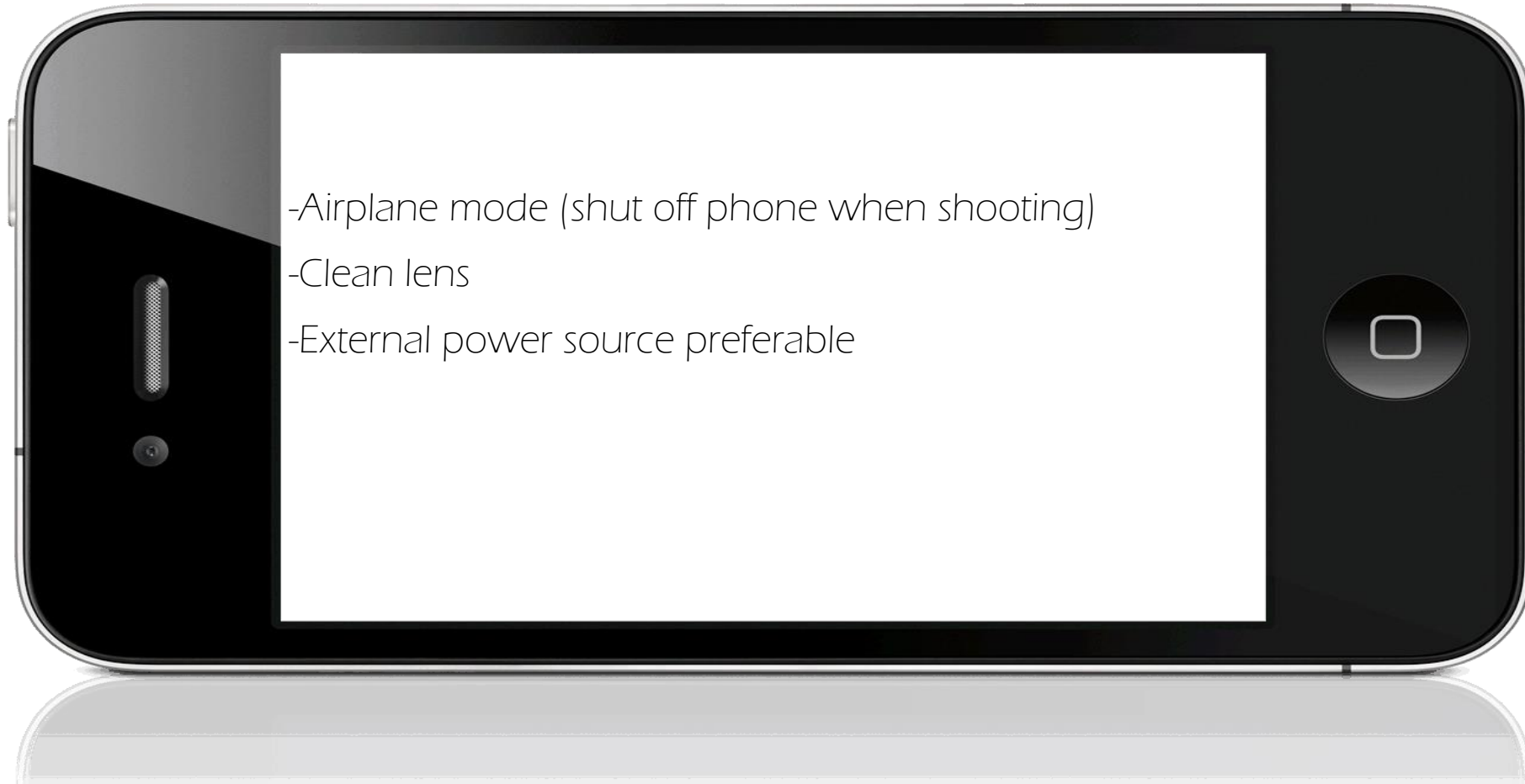
Good quality up to 4K



Limitations of filming on your smartphone

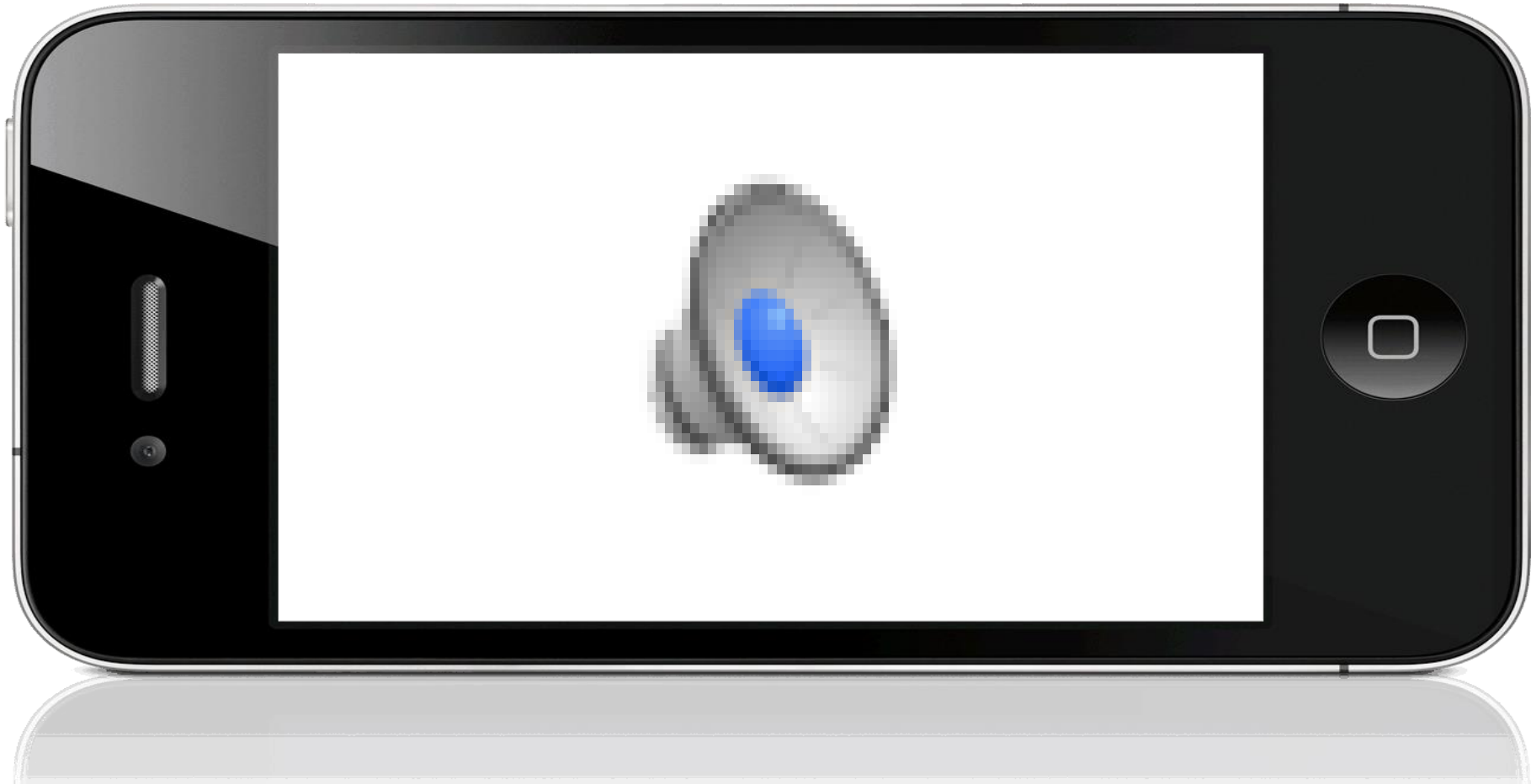


Tips for filming on your smartphone

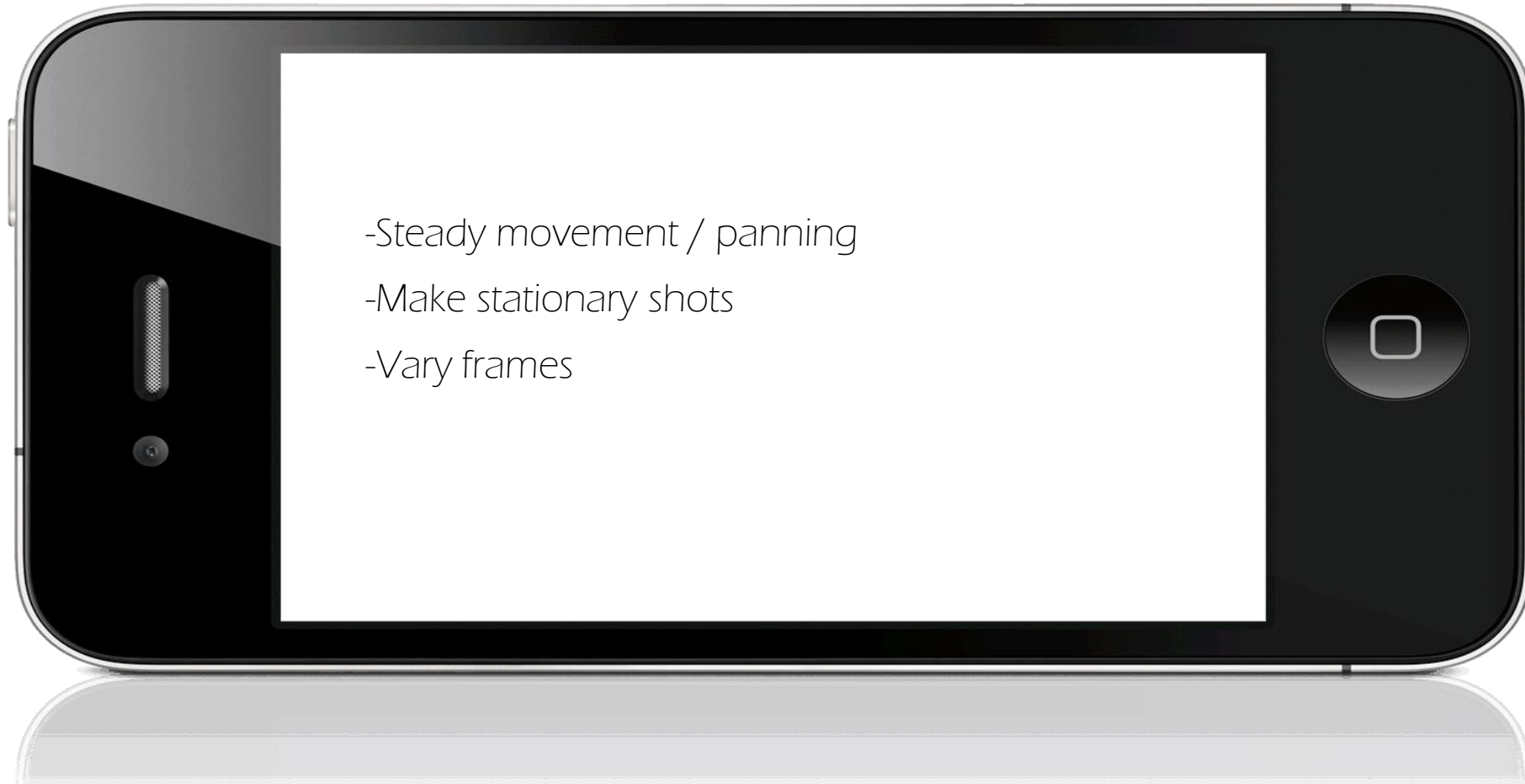


Tips for Filming

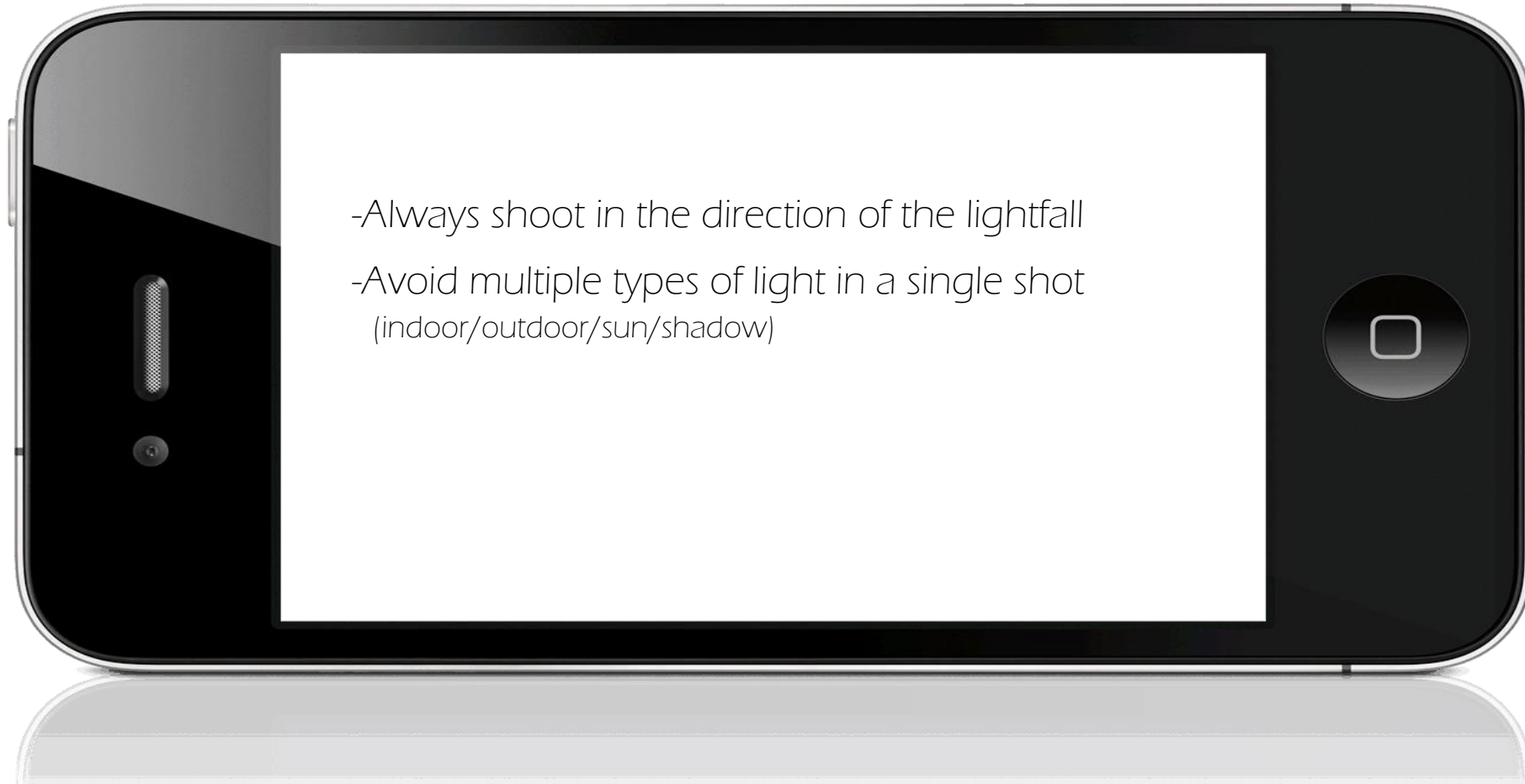
Holding your smartphone during filming



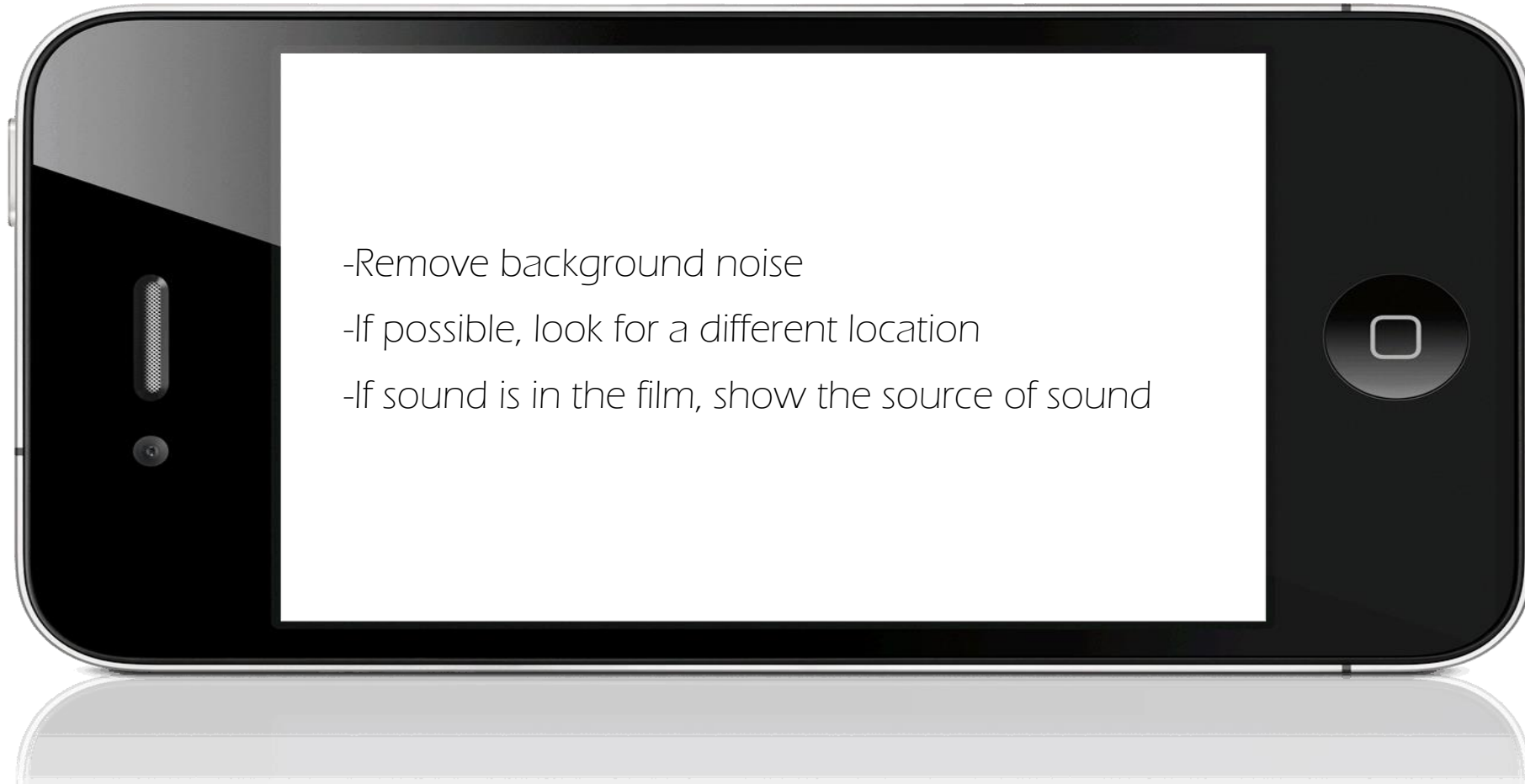
Tips for Filming
Do's (and don'ts)



Tips for Filming
Working with light



Tips for Filming
Working with Sound



Quick and direct



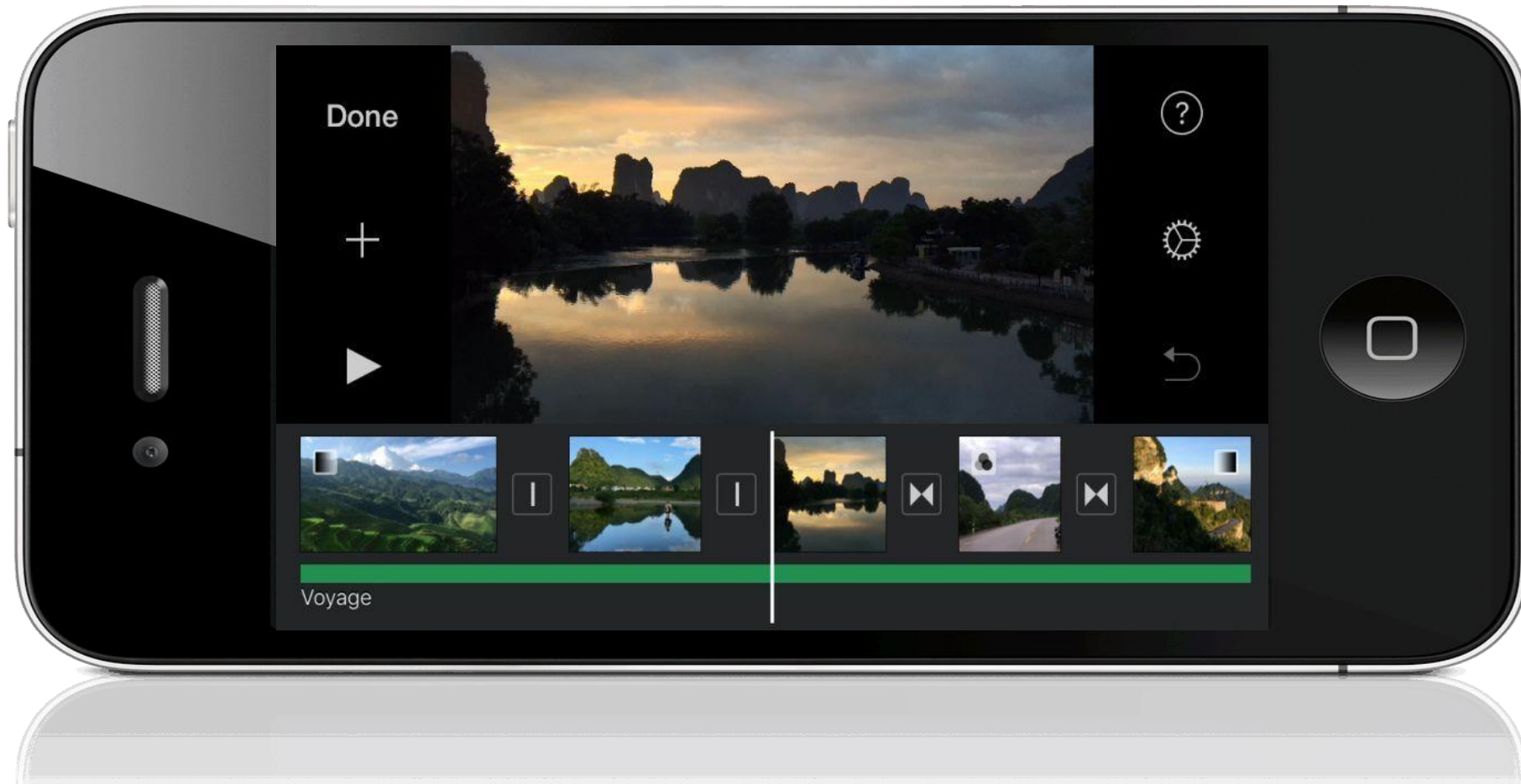
Storytelling: Trigger an emotion



Now try for yourself



Mobile editing



Opportunities for government and business



Project communications by way of visual storytelling during the entire project lifecycle.

Training goals / "how to" video's

Personal and business-oriented visual message towards colleagues

Event registration

Creation of visual archive and project history

Opportunities for government and business



Better and faster information services for clients, supporters and stakeholders.

Visualise achievements/events/campaigns

Visual supplement (annual) reports

Generate media attention by supplying own visual footage

Opportunities for government and business



Visualise achievements/events

Position Video's instead of Position Papers

Create support for policy





Visualise your story

