

# stream<sup>®</sup>

## The Smartphone in your hand is one of the most powerful video shooting tools on offer today.

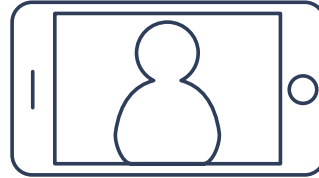
Packed with features, your Smartphone camera can easily be used to record high-quality videos for your business. We'll show you how to take make the most of it with our six easy steps.

**Video can boost conversions, deliver great ROI and builds trust!**



**Video encourages social sharing and can help you explain everything!**

### 1 Always film in landscape format



### 2 Use a tripod

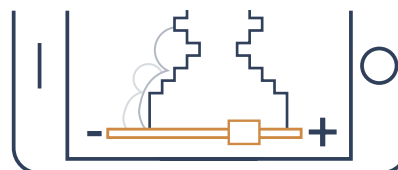
The newest Smartphones have built-in optical image stabilisation, which makes shooting decent handheld footage easy. But no matter how steady your hands are, nothing beats using a tripod. If you shooting handheld, here are some tips to help you stabilise your shot:

- Keep the phone close to your body.
- Rest your elbows on a nearby object.
- Use your body to absorb bounces and shakes.



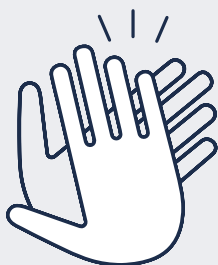
### 3 Don't use the digital zoom

Unless you have a dual-lens phone, avoid the temptation to use the built-in camera zoom. Since the lens isn't zooming optically, you're just enlarging the picture digitally, which means you will quickly enter the world of **unsightly pixelation**. If you want to get a closer-up shot of your subject, move the phone closer until you find the perfect shot!



## Pro tip:

Clap once at the beginning of each take to create a reference point for syncing the good sound from the voice memo with the bad sound from the video recording.



## Elevator your pitch for FREE!

Use this simple guide to shoot your own elevator pitch video on your phone.

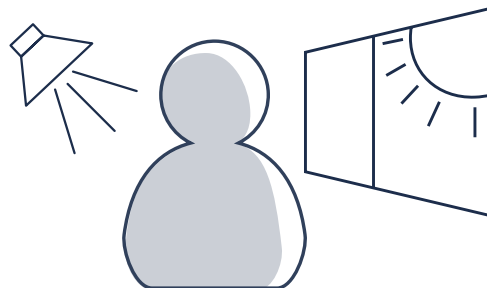
Then send it to us and we'll add the brand magic to maximise your impact... for free!

Click to find out more



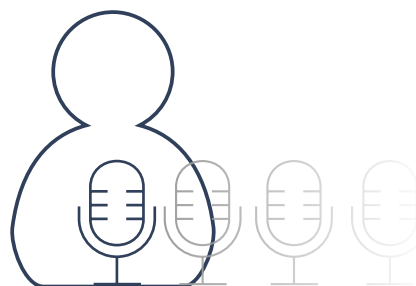
### 4 Light your video

Phone footage will look best when you shoot with lots of light. If you're shooting indoors, adding supplemental lighting will go a long way. If you can't get your hands on any studio lights, but you're still shooting indoors, position yourself facing a window and use the sun.



### 5 Get your microphone as close to your subject as possible

Get your microphone as close to your subject as possible. When you're shooting video with a phone, it's best to position a second phone close to the subject's head to record clean audio. Creating a simple voice memo will do the trick! Another option is to use an external microphone.



### 6 Finally, make sure you check your video before you post it

- Is the exposure ok?
- Is it in focus?
- Is the audio at the right level - too loud, it will distort... too quiet and no-one will stick around to listen!

or, you can simply talk to us!!



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