



***Our video clips can play on your website to promote you, your products and your services. Videos are proven to help engage visitors on your site, and to deliver the messages you really want to get across. They add that human touch, and help you appear to be more real and more honest.***

***Video on your website helps you to climb the search engine rankings. You can also place your video on sites like YouTube, Facebook, Myspace, and Vimeo, and on business directories and listings that are increasingly supporting video. These sites will help drive a new audience to your own website.***

***This is recessionary advertising at its best!***

### ***1½ MINUTE INTERNET VIDEO CLIPS FOR £600***

We will shoot and edit a 1½ minute internet video clip for you, delivered in our online media player, for £600 + VAT. The video will be produced to our usual highly professional standards on broadcast equipment.

#### ***What do I get for my £600?***

You get a great online video clip. Our service includes:

- Initial telephone consultancy with your cameraman
- 2 hour shoot at your location
- A cameraman
- HDV camera, tripod, radio microphone
- Edited 90" video
- Inserting Titles & Logos (which you provide)
- Music (royalty free)
- One pass for re-edit
- Delivery on the Spectrecom branded media player (Flash) and as a high quality Quicktime file for you to place on other sites.

#### ***How do I pay?***

You pay a deposit of £300 + VAT when you book your shoot. You pay the final £300 + VAT once you have approved your edited video. We accept cheques, debit and credit cards.

#### ***Couldn't I just make my own videos?***

Yes. But unless you have professional camera and sound equipment, someone who really knows how to shoot, and someone who can tell your story efficiently in 90 seconds, how good is the video likely to be? What would a poorly made video say about you? However, if you think you're going to need a lot of video on your site, it might make financial sense to do it yourself. You can enquire about our DIY studio service.

#### ***What happens on the shoot?***

You will already have outlined your ideas on our booking form and spoken to your cameraman on the telephone prior to the shoot. He will ask to be shown around the location, give you some guidance for your interview, and then start shooting according to your outline, and making suggestions of his own.

#### ***Where, geographically, do you operate?***

Our service currently covers the whole of the mainland in England and Wales, and the more populated areas of Scotland.

#### ***Can I have 2 x 45" clips, or other multiples that make up 90"?***

Yes, any combination of edited content that makes up 90" is fine.

***Can I have my own logo and contact details in the video?***

Yes. We will insert any logo, titles or text information you want. Remember though, that the video is likely to be appearing on a page where this information is readily available. It's up to you.

***What about choosing music?***

We are licensed to use Audio Network music for your video clip. We would normally choose for you, but if you prefer, you can visit Audio Networks to choose a track for yourself.

***How long will it take?***

We will deliver your film to you within one month of your order, although it could be much quicker. If your requirement is urgent, please let us know and we will do what we can.

***Can I make changes to the edit?***

Yes. We will edit the video according to your brief, upload the film for you to view online, and give you the opportunity to suggest changes. We cannot re-edit indefinitely, so you must be sure to give us all of your recommended changes at this stage.

***What if I still don't like it?***

We will refund your money and all intellectual rights to the video will remain with us. All test videos we upload to our customers will have been overlaid with the Spectrecom logo.

***What about copyright?***

We share the intellectual rights of all our customers' video on a 50:50 basis. Customers are free to use their video as and how they wish.

***How do I get my video into my website?***

We supply a small amount of HTML code with the video to enable you or your web designer to place the video onto your website, your blog and for digital press releases.

***How do I put the video onto other networking sites & online directories?***

The video is also supplied as a Quicktime file. This can be used to place the video on other websites. Spectrecom can provide a consultancy service to help you propagate your video across the internet.

***We hope this fact sheet has covered all of your queries, but please do call us if there's anything else you'd like to know about our service.***

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***Our Guarantee***

If you are not entirely satisfied with the video we produce for you, we will refund your money.