



# MEDIA GUIDELINES

Thank you for participating in BaumaLight's Media Discount Program. Although we recognize that you may not be a professional photographer, we do have some basic parameters for you to follow that will make the photos and video footage easier for us to use. Please follow these guidelines to the best of your ability.

All media discounts must first be discussed and approved with BaumaLight. To inquire about this program, contact [menno@baumalight.com](mailto:menno@baumalight.com).

## THE DO'S + DON'TS OF PHOTO + VIDEO SHOOTING



Shoot in Landscape mode, not portrait mode.



Show the product in action, don't do on-screen commentary.



Shoot from a variety of angles and zoom positions.



Show as much action as possible, do not hide the action.



Try to show a good "Before & After" view of your work space.

Shoot with the sun above or behind you, not in front of you.

Use a tripod for video, do not hold the camera.

We want the action audio recorded, no not talk during the video.

Supply raw video files, do not provided edited video.

If you zoom in during shooting video, be sure to re-set the focus.

Show as much variety of action as you can, in different settings.

## Photography Guidelines

- Shoot photos in landscape (horizontal) mode.
- Do not use a flash.
- Make sure the focus is set on the product, not the background.
- Shoot with the sun at your back.
- Provide all photos in the original file size, do not downsize.
- Shoot from a variety of angles and heights (some standing, some kneeling).
- We need action photos, not static photos of the machine not running.
- Try to shoot from angles that show more action, do not hide the action.
- Shoot action in well-lit area, avoid dark shadows.
- All equipment needs to be clean and in good working order.

## Video Guidelines

- Shoot all footage in 1080P HD or higher.
- Shoot video in landscape (horizontal) mode.
- Use a tripod, do not hold the camera or walk with the camera.
- Try to get a variety of close up action footage and zoomed out action footage of carrier and attachment.
- When filming, record the audio, do not talk on camera. We will use the audio.
- Let the camera run for long sequences, not short clips.
- We like variety in our footage; different stages in the action, driving footage etc.
- Try to shoot from angles that show more action, do not hide the action.
- Shoot action in well-lit area, avoid dark shadows.
- All equipment needs to be clean and in good working order.

## BAUMALIGHT MEDIA CHECKLIST

SHOT LIST	PHOTOS	VIDEO
Close up footage of direct action.	<input type="checkbox"/>	<input type="checkbox"/>
Zoomed out footage that shows carrier too.	<input type="checkbox"/>	<input type="checkbox"/>
Action footage from the right side.	<input type="checkbox"/>	<input type="checkbox"/>
Action footage from the left side.	<input type="checkbox"/>	<input type="checkbox"/>
Showing action in different locations on your property.	<input type="checkbox"/>	<input type="checkbox"/>

Once complete, all photo and video files need to be electronically transferred to Baumalight via Dropbox, Google Drive or equivalent. For more information, contact [menno@bauamalight.com](mailto:menno@bauamalight.com).