



DIY Video Tools – lots of links for the gear you need to look like a Pro!

Video Creative Tools		Online info, video creation + editing tools, YouTube help etc...
<p>To share videos sign up to:</p> <ul style="list-style-type: none"> SlideShare Pro Dropbox (can buy space as need) Citrix Sharefile We Transfer StreamSafe Multi-Platform video report 2015 comparisons 	<p>Price compare annual vs monthly charges for your budget</p> <p>http://www.slideshare.net</p> <p>https://www.dropbox.com/</p> <p>https://www.sharefile.com/</p> <p>https://www.wetransfer.com/</p> <p>https://www.streamsafe.com/</p> <p>http://www.reelseo.com/resources/multi-platform-video-report/</p> <p>http://video-share-review.toptenreviews.com/</p>	
<p>Video Streaming Tools + Apps</p> <ul style="list-style-type: none"> Mashable 20 tools YouTube – intro to livestreaming UStream Vimeo uses LiveStream LiveStream app (IOS + Android) Periscope app (IOS + Android) Blab – live conversations 	<p>http://mashable.com/2008/07/15/video-streaming-tools/?geo=US#aSqrypdOCukc</p> <p>https://support.google.com/youtube/answer/2474026?hl=en</p> <p>https://www.ustream.tv/information/solutions</p> <p>http://original.livestream.com/vimeo</p> <p>http://livestream.com/</p> <p>https://www.periscope.tv/</p> <p>https://blab.im/</p>	
<p>Free editing software:</p> <p>PC - Windows Live Movie Maker</p> <p>iMovie 2013-14 free on Mac</p>	<p>http://tv.isg.si/site/?q=node/873</p> <p>http://www.youtube.com/watch?v=3ZZij3NnyVg</p> <p>https://www.youtube.com/watch?v=rDHYedh_BKY</p>	
<p>VoiceOver Windows Movie Maker:</p>	<p>http://www.youtube.com/watch?v=QCCMs5rDeN4</p>	
<p>Powerpoint Videos - turn .Ppt to video with Windows Live Movie Maker</p>	<p>http://www.youtube.com/watch?v=pGpmVbZvaAM&feature=related</p>	
<p>Pro Editing Software – all take time!</p> <p>PC = Premier Elements 13 @ €84+</p> <p>MAC = Final Cut Pro @€270+ – this is pro level, so use iMovie for free! Camtasia free trial/ \$300 LOADS HELP!</p> <p>Screenflow, most impressive Mac tool</p>	<p>PC: http://www.adobe.com/ie/products/premiere-elements.html</p> <p>HOW: https://www.youtube.com/watch?v=RwnlMagnp_Q</p> <p>MAC: https://www.apple.com/ie/final-cut-pro/</p> <p>HOW: https://www.youtube.com/watch?v=rDHYedh_BKY</p> <p>http://www.techsmith.com/camtasia.html</p> <p>http://www.telestream.net/screenflow/overview.htm</p> <p>https://animoto.com/business - make + edit monthly fees</p>	
<p>Video Player – one life fee \$197+</p>	<p>http://www.yuvid.com/ - by Steven Washer video guru!</p>	
<p>Animated free & pay cartoon videos</p> <p>Cloud video creation tools. Some add VO's, own branding, images + footage + Intros, Outros + Lower Thirds</p>	<p>http://goanimate.com/video-maker-tips/how-to-make-a-video/</p> <p>https://animoto.com/</p> <p>http://www.splasheo.com/ - Gideon Shalwick can design for you</p> <p>http://thedrawshop.com/ http://www.sparkol.com/ - quick draw</p>	
<p>Envato has creative tools – design +</p>	<p>http://market.envato.com/ + http://videohive.net/</p>	
<p>Copyright free music – always opt for Royalty Free. Some free for a credit online in Descriptions or low cost.</p>	<p>http://music4yourvids.co.uk/royalty-free-music.html</p> <p>https://soundcloud.com/ http://audiojungle.net/</p> <p>https://www.youtube.com/audiolibrary/music - free but removes VO</p>	
Online Video Why, How, Who?		
<p>Ooyala Video Index – leading insights & Pro Hosting companies:</p>	<p>http://ooyala.com + http://www.ooyala.com/online-video-index</p> <p>http://wistia.com/</p> <p>http://vzaar.com/blog/</p> <p>http://corp.viewbix.com/</p> <p>http://www.oculu.com/online-video-revolution/</p> <p>http://en.wikipedia.org/wiki/List_of_video_hosting_services</p>	
<p>Wikipedia Full listing – free + paid</p>		
<p>YouTube Beginners Guide</p> <p>YouTube Help</p> <p>YouTube Playbooks – how to build?</p> <p>YouTube Analytics optimisation</p>	<p>https://www.youtube.com/yt/creators/beginners-guide.html</p> <p>https://support.google.com/youtube/answer/2897379?hl=en</p> <p>https://www.youtube.com/yt/playbook/guides.html</p> <p>http://www.youtube.com/user/googleanalytics?feature=results_main</p> <p>http://www.youtube.com/watch?v=ntXynpL6IIM</p>	



<p>VIDEO MARKETING: LOADS of tips, blogs, vlogs & gurus!</p> <p>Check their YouTube Channel for great video examples and you can see our PPP + some client Channels here: Lottie Hearn Video Coach Network Ireland + Network Dublin Professional Speaking: The PSA Ireland</p>	<p>http://www.webvideomarketing.org/ http://www.reelseo.com/ http://www.reelseo.com/video/social/ http://www.steamfeed.com/5-powerful-and-engaging-visual-marketing-tips/ http://mashable.com/social-media/ http://wistia.com http://www.jameswedmore.com/ http://www.brainyvideo.com/ http://www.marieforleo.com/ http://krishnade.com/ http://terrybrock.com/ http://www.jeffbullas.com/ http://www.razorsocial.com/?s=video</p>
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Equipment: There are hundreds of links to a huge number of useful video tools.

This summary gives you a selection of what we use – all dependent on your budget. The most expensive is not always the best, but check the gear is compatible with your camera / smartphone!

The yellow highlights are our favourites to use...

<p>Cameras Compare brand vs Amazon vs www.Pixmania.ie vs www.pcworld.ie</p>	<p>Check for best guarantees. ALWAYS look for FULL HD, external microphone jack, headphone jack + if possible external light mount/ microphone on camera – MUST be tripod mountable</p>
<p>Professional cameras – always price compare with Amazon. Price ranges from €1-4K+ - Sony Pro easy – Lottie wants a CX900 or PJ810!</p>	<p>http://www.pixmania.ie/camcorder/digital-camcorder/professional-camcorders-50-s.html http://www.sony.ie/electronics/handycam-camcorders/hdr-cx900e http://www.sony.ie/electronics/handycam-camcorders/nex-vg30</p>
<p>DIY Full HD options – best you can! Sony top of range + 2015 Best Buy PJ530E £500 on Amazon. Check related products – if you can mount a microphone or light on the camera = BONUS! Sony smart & simple from €299 (Lottie's camera HDPJ10E)</p>	<p>http://worldofreviews.co.uk/camcorder/ http://www.sony.ie/electronics/camcorders/t/handycam-camcorders?bestfor=casual-shoting http://www.sony.ie/hub/handycam-camcorders/range/sd-camcorders Best Buy: http://www.sony.ie/electronics/handycam-camcorders/hdr-pj530e PRICE COMPARE ALL ON SONY SITE + AMAZON + YOUR LOCAL</p>
<p>Full HD camera reviews DSLR + camcorder reviews - personal choice is preference, skill & knowledge DSLR will likely require more editing DSLR film student article may help...</p>	<p>http://camcorders.toptenreviews.com/hdv/ http://worldofreviews.co.uk/digital-slr-camera/ DSLR = better manual focus vs Camcorder = usually easier to use http://www.bhphotovideo.com/explora/video/buying-guides/buying-guide-beginning-film-students</p>
<p>Camera Price comparison Video comparison (Panasonic, Panasonic, Canon, Sony)</p>	<p>http://www.crowdstorm.co.uk/shopping/HDcamcorders?pdg=30274696_126169276_6_140216784&gclid=CIng_ub0w7ECFQEf4QodgjMABa http://www.youtube.com/watch?v=VQ5kKcj1Weo</p>
<p>Action Cameras – only worth getting for live action videos – amazing HD! Best on the market = GoPro Review comparison</p>	<p>http://gizmodo.com/the-best-action-camera-spring-2014-edition-1547049331 http://gopro.com - check the accessories you'll need, they add up! http://www.cnet.com/uk/topics/camcorders/</p>
<p>Serious Cinema Camera BlackMagic Pocket Camera is the best res, relatively easy to use Pro production camera – they make cinematic cameras and brought this out in 2014 – popular with film production guys.</p>	<p>https://www.blackmagicdesign.com/products/blackmagicpocketcinemacamera NB. you will need to learn how to use this + probably buy lenses later, it also needs pro software to edit (Final Cut Pro / Adobe Premiere / etc.) – so only go for this if you are serious about video production – it WILL take time.</p>



Microphones	Look at brand sites + Amazon – some have better guarantees
Wifi SONY mic (price check @ Amazon) AW4 version has lapel plug in mic jack – 2014 option ECMW1M has mini receiver w shoe	http://www.sony.ie/product/cac-microphones/ecm-aw3 http://www.amazon.co.uk/gp/product/B00L8MU234?psc=1&redirect=true&ref=oh_aui_detailpage_o03_s0
Works w both camera AND smartphone – new in 2015 BOYA – BYM1 lavelier mic (iPhone yes) BOLUN – RW-601 (tbc if for iPhone)	http://www.amazon.co.uk/gp/product/B00MFDNSKY?psc=1&redirect=true&ref=oh_aui_detailpage_o02_s00 http://www.amazon.co.uk/gp/product/B009WJIA2A?psc=1&redirect=true&ref=oh_aui_detailpage_o04_s00
Wireless mic packs – pro kit	http://www.thomann.de/ie/wireless_lapel_mics.html
Lapel microphones (Rode + Sennheiser best quality) – check if mono or stereo (Omni-directional) Some may need an extension Also called Lavalier mics Budget = £4-15 – cheaper usually = mono recording Hama & Technica good brands	http://www.amazon.co.uk/R%C3%98DE-VC1-Minijack-Stereo-Extension/dp/B0010CP5DY/ref=sr_1_4?s=musical-instruments&ie=UTF8&qid=1415200415&sr=1-4&keywords=R%C3%98DE http://www.thomann.de/ie/lapel_microphones.html http://www.thomann.de/ie/sennheiser_me2_ewserie.htm http://www.amazon.co.uk/Technica-ATR-3350-Omnidirectional-Condenser-Microphone/dp/B002HJ9PTO http://www.amazon.co.uk/s/ref=nb_sb_noss?url=search-alias%3Delectronics&field-keywords=stereo%20lapel%20microphone%20video
Desktop / laptop microphone - Pro	http://www.bluemic.com/yeti/
iPhone mics (see more below) search on Amazon for a variety of good microphones for iphone	http://www.bluemic.com/mikey_digital/#/photos/ http://mobile.brando.com/brando-workshop-flexible-mini-capsule-microphone-for-iphone-3g-s_p04351c0921d092.html

Tripods	Amazon is best starting place – buy best lightweight in your budget
Look for sturdy, light weight, top range you can afford + a bag <ul style="list-style-type: none"> • Top of range Manfrotto • Sony Multipod for Sony camera – has all in one tripod needs • Good + budget range Hama – some come with bags 	Search local Amazon http://www.sony.co.uk/electronics/handycam-camcorders-tripods-remotes/vct-mp1 http://www.amazon.co.uk/s/ref=nb_sb_noss_1?url=search-alias%3Delectronics&field-keywords=hama%20tripod&srefix=hama+%2Celectronics http://www.amazon.co.uk/Hama-Traveller-Mini-Pro-Tripod/dp/B002L4KSUU/ref=sr_1_6?s=electronics&ie=UTF8&qid=1415201795&sr=1-6&keywords=hama+tripod
Light travel tripod – 117cm max Fixed head	http://www.amazon.co.uk/7dayshop-Tripod-Section-Aluminium-Featured/dp/B002JCNQO/ref=pd_cp_ph_2
Mini travel or sturdy desk tripod – 67cm max w moveable head arm	http://www.amazon.co.uk/gp/product/B008H40NI0?psc=1&redirect=true&ref=oh_aui_detailpage_o04_s00
Extra clamp arm to attach to tripod for additional light or camera	
Self-standing MonoPods Long Dream Neewer Manfrotto self-standing monopod	http://www.amazon.co.uk/Long-Dream-Self-Standing-Monopod-Support/dp/B00W9KSHNG/ref=sr_1_3?s=electronics&ie=UTF8&qid=1432572215&sr=1-3&keywords=self+standing+monopod http://www.amazon.co.uk/Manfrotto-682B-Self-Standing-Monopod/dp/B000186QGI/ref=sr_1_17?s=electronics&ie=UTF8&qid=1415200856&sr=1-17&keywords=monopod
Monopod arms or “selfie-sticks” Manfrotto & Joby are best Sturdy Monopod Extension arm Budget monopods: First2savvv ZP-188A01 black Self-portrait	http://amzn.to/1E5FoaU http://www.amazon.co.uk/gp/product/B00JM6VHV4?psc=1&redirect=true&ref=oh_aui_detailpage_o09_s00



<p>extendable – v sturdy Savvy wifi extender arm – bit too lightweight, less steady, has wifi play button. AVOID THESE! Monopod + remote wifi clicker pack</p>	<p>http://www.amazon.co.uk/gp/product/B00KWR3F2G?psc=1&redirect=true&ref=oh_aui_detailpage_o01_s00 - AVOID THESE! http://www.amazon.co.uk/gp/product/B00ITKALS4/ref=ox_sc_sfl_title_5?ie=UTF8&psc=1&smid=A2OIU67XHWXCXE</p>
<p>Smartphone mini tripods Joby GorillaPod Stands – sturdy but still a bit low for desks Hand held Jobby Griptight Smartphone tripod mounts – pick which you prefer in budget. NOTE sturdy is best – the thin desktop mini-tripods fall over – go for Joby if can Have a couple of spares to mount your smartphone to any tripod – check size fits your phone</p>	<p>http://www.amazon.co.uk/Joby-GripTight-GorillaPod-Stand-Smartphones-Black-Charcoal/dp/B009GHYMB6/ref=pd_bxgy_MI_text_y http://www.amazon.co.uk/Joby-GripTight-Mount-for-Smartphones-Black/dp/B009GHYLS/ref=pd_sim_sbs_MI_6?ie=UTF8&refRID=17H46P04CEFA6RQB_QHX8 http://www.amazon.co.uk/s/ref=nb_sb_noss_1?url=search-alias%3Delectronics&field-keywords=smartphone%20tripod&srefix=smartphone+tri%2Celectronics http://www.amazon.co.uk/gp/product/B00EZ6FF2I?psc=1&redirect=true&ref=oh_aui_detailpage_o05_s00</p>
<p>iPad / tablet tripod mount + tripod</p>	<p>http://www.amazon.co.uk/gp/product/B00CTUOV7C?psc=1&redirect=true&ref=oh_aui_detailpage_o04_s00</p>
<p>iPad / tablet hand-held filming support case</p>	<p>http://www.amazon.co.uk/gp/product/B008PB09M0?psc=1&redirect=true&ref=oh_aui_detailpage_o01_s00</p>

Lighting	Check do you want/ need portable or studio lighting or both?
<p>Pocket size portable light with filter for iPhone – the KICK + diffuser</p>	<p>http://www.riftlabs.com/</p>
<p>Professional Soft-box studio lighting</p>	<p>http://www.amazon.co.uk/PhotoSEL-LS21E52-Professional-Lighting-Softboxes/dp/B002I3VCGS/ref=sr_1_1?ie=UTF8&qid=1343734159&sr=8-1</p>
<p>2015 new LED thin lightweight lights w barn-doors for focused direction – need a video camera battery</p>	<p>http://www.amazon.co.uk/gp/product/B00UGRWJV0/ref=ox_sc_act_title_3?ie=UTF8&psc=1&smid=A30AIIITLA5T15</p>
<p>Flat panel lighting kit w tripod stands – need a video camera battery (testing in 2015!)</p>	<p>http://www.amazon.co.uk/gp/product/B00WHE9N82/ref=ox_sc_act_title_2?ie=UTF8&psc=1&smid=A30AIIITLA5T15</p>
<p>Budget Mini lighting kit – dimmable w AA battery power</p>	<p>http://www.amazon.co.uk/Neewer-Photography-Lighting-including-Camcorder/dp/B00LVTZH9I/ref=pd_sim_sbs_ph_6?ie=UTF8&refRID=08YPPY5VBYV4Z6D8KQMO</p>
<p>Single hand held or tripod mounted AA battery power light with 3 coloured light covers – brilliant budget lighting</p>	<p>http://www.amazon.co.uk/NEEWER%C2%AE-Dimmable-Digital-Camcorder-Panasonic/dp/B00ETLUENY/ref=sr_1_5?ie=UTF8&qid=1400519612&sr=8-5&keywords=led+video+lighting</p>
<p>Green screen kits search - backdrop + lights</p>	<p>http://www.amazon.co.uk/s/ref=nb_sb_ss_fb_0_12?url=search-alias%3Delectronics&field-keywords=green+screen&srefix=green+screen%2Cdiy%2C130</p>
<p>Light reflector screen – use to bounce back light up under your face – use for outside broadcast (OB) or studio downlights</p>	<p>http://www.amazon.co.uk/Translucent-Collapsible-Reflector-Photography-Situation/dp/B002ZIVKAE/ref=pd_cp_ce_1</p>
<p>Mini umbrella light diffusers</p>	<p>http://www.amazon.co.uk/Photography-Professional-Photographic-THT-Trade/dp/B004LDYRGA/ref=sr_1_1?s=electronics&ie=UTF8&qid=1363102045&sr=1-1</p>
<p>Outdoor Work Lights – suitable for 3-point lighting with umbrella diffuser above</p>	<p>http://www.amazon.co.uk/Kingavon-BB-HL103-Portable-Class-Halogen/dp/B000FTAFW4/ref=sr_1_3?s=diy&ie=UTF8&qid=1363102141&sr=1-3 http://www.amazon.co.uk/Sealey-LED108C-Lithium-ion-Rechargeable-Floodlight/dp/B009ZS25HE/ref=sr_1_3?s=diy&ie=UTF8&qid=1442782353&sr=1-3&keywords=LED+floor+light</p>
<p>Single floor lights:</p>	<p>http://www.amazon.co.uk/Blackspur-BB-HL105-Telescopic-Halogen-Worklight/dp/B000FTAFCE/ref=sr_1_4?s=diy&ie=UTF8&qid=1363102170&sr=1-4</p>
<p>Double head light stand: Backdrops with stands</p>	<p>http://www.amazon.co.uk/Backdrops-Background-Support-Photography-Delivery/dp/B008DBOS4C/ref=sr_1_4?ie=UTF8&qid=1363102288&sr=8-4 http://www.amazon.co.uk/3725-Professional-Photography-Background-Backdrop/dp/B004LOVB76/ref=sr_1_13?ie=UTF8&qid=1363102390&sr=8-13</p>



Portable Speakers		Check Amazon to fit budget – higher cost = better sound!
Top range £160 Bose speaker – DO get a cover or carry case		http://www.amazon.co.uk/Bose-SoundLink-Mini-Bluetooth-Speaker/dp/B00D42A8J4/ref=sr_1_1?s=electronics&ie=UTF8&qid=1415205745&sr=1-1&keywords=bose+mini+speakers+bluetooth
Mid-range £25 The Elf Smart Bluetooth – loud laptop wifi+plug in speaker for group trainings sturdy rectangle for travel		http://www.amazon.co.uk/Bose-SoundLink-Mini-Bluetooth-Speaker/dp/B00D42A8J4/ref=sr_1_1?s=electronics&ie=UTF8&qid=1415205745&sr=1-1&keywords=bose+mini+speakers+bluetooth
Budget <£10-20 Wifi speakers for small groups or 1:1 – I use Jam Speakers come in multiple colours		http://www.amazon.co.uk/gp/product/B00H3NKDW2?psc=1&redirect=true&ref_oh_au_detailpage_o00_s00 http://www.amazon.co.uk/HX-P230BLA-EU-Bluetooth-Wireless-Portable-Speaker/dp/B0091REER8/ref=sr_1_1?s=electronics&ie=UTF8&qid=1415205134&sr=1-1&keywords=portable+speakers+bluetooth

iPhone/iPad Specific Equipment – some repetitions from above: or both?	
Clip-on Lens	http://www.olloclip.com/
iPhone 4 8x Zoom lens + tripod & iPhone mount	http://photojojo.com/store/awesomeness/iphone-telephoto-lens/
iPhone 5 12x zoom lens	http://www.amazon.co.uk/gp/product/B009ZP1AJQ?psc=1&redirect=true&ref_oh_au_detailpage_o08_s00
Joby Gorilla Pod iPhone mount – all ranges, great to wrap around things or as desk tripod - sturdy	http://www.amazon.co.uk/Joby-GripTight-GorillaPod-Stand-Smartphones/dp/B009GHYMB6/ref=sr_1_2?s=photo&ie=UTF8&qid=1432572811&sr=1-2&keywords=iphone+tripod+mount
Amazon iPhone stand + tripod mount search results	http://www.amazon.co.uk/s/ref=nb_sb_noss_1?url=node%3D1330733031&field-keywords=iphone+tripod+mount&rh=n%3A560798%2Cn%3A560834%2Cn%3A376337011%2Cn%3A355220011%2Cn%3A1330733031%2Ck%3Aiphone+tripod+mount
Wireless Bluetooth video remote shutter – for use w extender arm	http://www.amazon.co.uk/Universal-Standard-Smartphones-Bluetooth-Compatible/dp/B00T6QKIG0/ref=sr_1_3?s=electronics&ie=UTF8&qid=1442782882&sr=1-3&keywords=wireless+bluetooth+video+remote
Mics – work w iPad2+ too iPhone 3 – plug in mini mic iPhone 4 - plug in Blue Mikey	http://mobile.brando.com/brando-workshop-flexible-mini-capsule-microphone-for-iphone-3g-s_p04351c0921d092.html http://www.bluemic.com/mikey_digital/#/photos/
iPhone 5 & 6 – Rode Smartlav+ lapel mic (1m short cable)	http://www.amazon.co.uk/Rode-Smartlav-Lavalier-Microphone-Smartphone/dp/B00EO4A7L0/ref=sr_1_fkmr0_1?ie=UTF8&qid=1415197791&sr=8-1-fkmr0&keywords=rode+iphone+5+microphone
iPhone – Rode plug in pro Stereo mic for Audio specific recording mic BOYA – long cable iPhone mic	http://www.amazon.co.uk/R%3C%98DE-Studio-Quality-Stereo-Microphone-iPhone/dp/B00B41JY8/ref=sr_1_2?ie=UTF8&qid=1415197791&sr=8-2&keywords=rode+iphone+5+microphone
Lower budget but ok: iRig compact mic	http://www.amazon.co.uk/gp/product/B00MFDNSKY?psc=1&redirect=true&ref_oh_au_detailpage_o02_s00 http://www.amazon.co.uk/gp/product/B007517AKK/ref=pd_luc_rh_sim_03_02_t_lh?ie=UTF8&psc=1
iPhone Mic reviews	http://www.youtube.com/watch?v=Bb99J8Lfl_Q
iPhone filming tips	http://ivideohero.com/



MY NOTES...

A large, empty rectangular box with a brown border, intended for writing notes.