TISE tv ONLINE Quick Start Guide

THE INTERNATIONAL SURFACE EVENT — SURFACES · stonexpo/marmo+mac · tile expo

Ahead of filming, you will need the following or similar equipment. All segments will require both a camera for filming and an additional device for directing and communication via Zoom. Please feel free to contact us ahead of your scheduled remote filming date with any questions you may have regarding the proper equipment needed.

Have a question?
(833) 4TheLBN
(833) 484-3526

NEXT STEPS

1. Product Information

2. Scheduling

3. Remote Filming

4. Video Editing

5. Segment Promotion

6. Segment Premiere

EQUIPMENT NEEDED

4K FULL HD — 30 Frames Per Sec

Smart Phone (For Filming)
All video must be filmed in 4K Full HD Video Quality or better. This allows for higher video editing quality and user experience (iPhone or 4K quality Android).
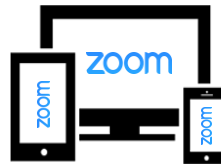
Ring Light (Or other lighting source)
Ring lights are a very simple solution. If you do not have a ring light, then another "portable" lighting source is recommended. This could include table or floor lamps (with the shade removed) or photography lighting.

Air Pod (Other Bluetooth Ear Bud)
Our goal is to capture the sound from the on-air host, consistently and as close to their mouth as possible. Air Pods or any Blue Tooth Ear Bud, provide a consistent sound capture.

Zoom Video Device
We will need you to provide a secondary (tablet, smartphone, or laptop) so that our LBN videographer can stay in communication with you, throughout the remote filming process.
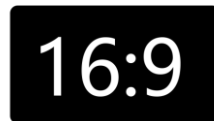
CAMERA SETTINGS & FILMING LAYOUT

4K FULL HD — 30 Frames Per Sec

4K Full HD Video Quality
All video must be filmed in 4K Full HD Video Quality or better. This allows for higher video editing quality and user experience (iPhone or 4K quality Android).

16:9 HORIZONTAL

Screen Orientation
All video must be filmed in 16:9 (Horizontal Position). This screen orientation allows for the widest use of applications through social media, website and video streaming platforms.
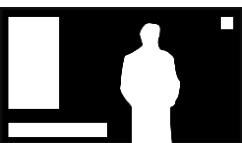
Final Screen Layout
The Final Screen Layout should accommodate Product Information Overlay, Lower Thirds and TISEtv Logo.
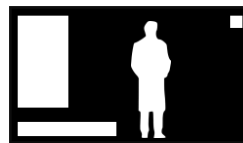
Monologue Screen Layout
When filming a monologue, where NO product is currently being referenced, the host could be centered anywhere on the screen with enough room for a lower thirds and logo.

Zoomed-In Standing Host Layout
When filming MOST of the product segment, the host/product should be centered on the screen with enough room for the product overlay, lower thirds and logo.

Zoomed-Out Standing Host Layout
When filming MOST of the product segment, the host/product should be centered on the screen with enough room for the product overlay, lower thirds and logo.
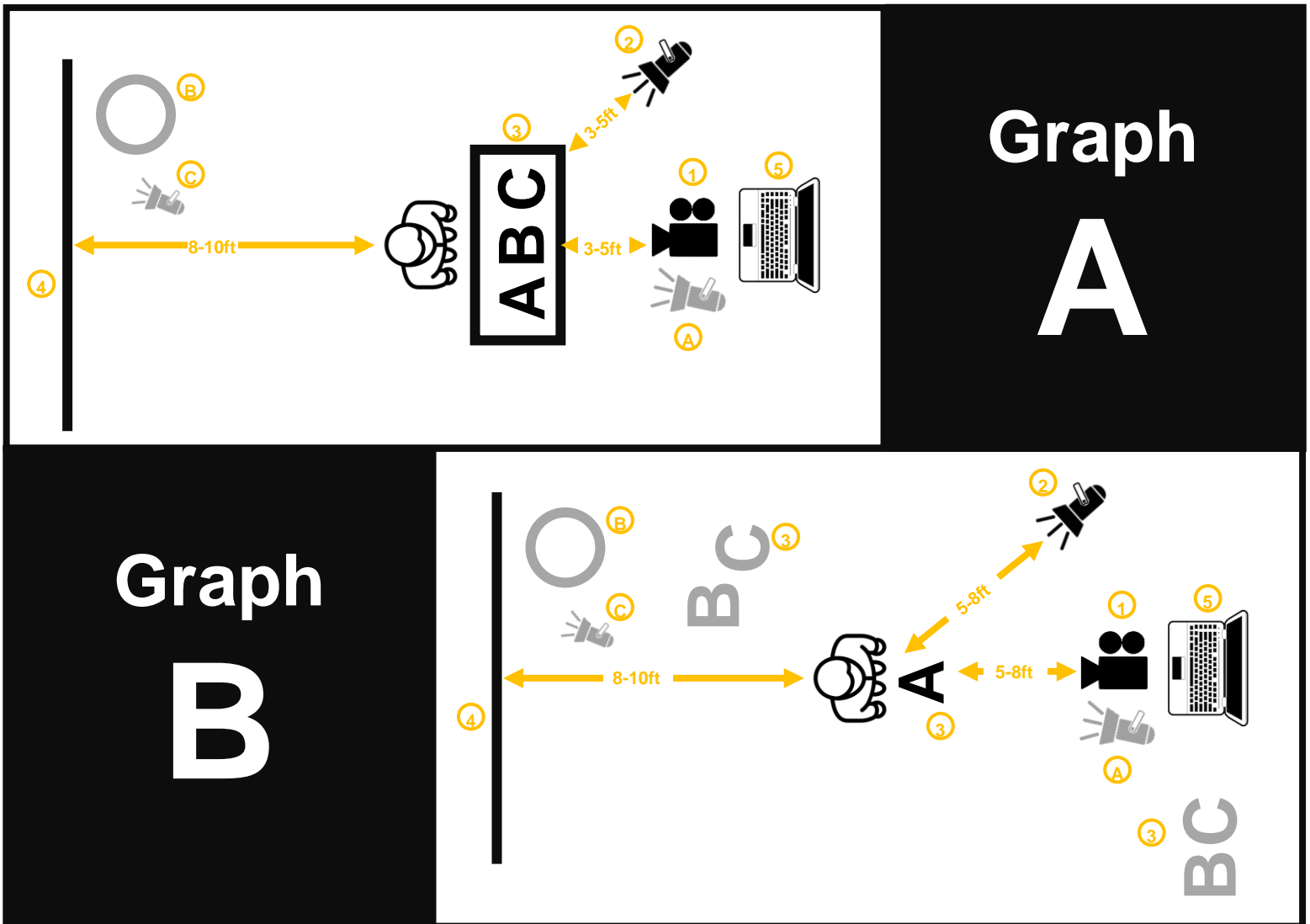
Quick Start Guide

CAMERA & LIGHTING SET-UP

We strongly suggest the following Camera and Lighting Set-up. Some modifications may be necessary depending on the products you will be presenting, existing lighting and the set environment. Though this set-up should work for most presentations.
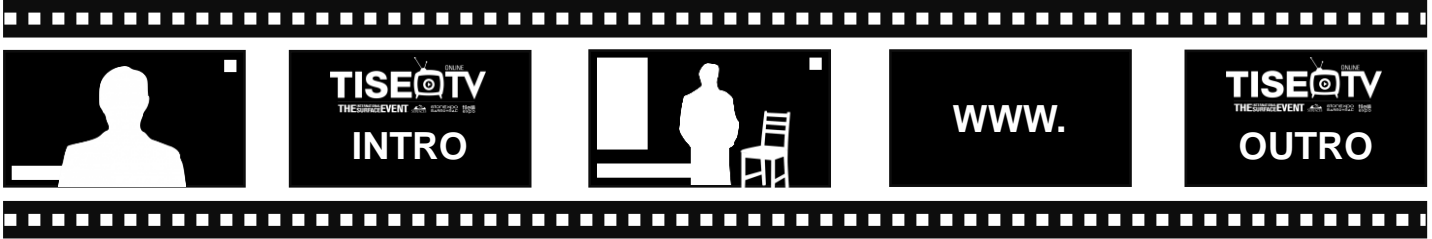
1. Main Filming Camera (Smartphone with 4K Full HD)
2. Main Lighting – This can be any directional lighting, lamp or natural lighting source (if using a ring light, simply position the ring light along with the Main Filming Camera)
3. Table or Presentation Space – We recommend the use of a table when presenting smaller items **(See Graph A)**. If presenting larger, more "stand alone" products, we recommend presenting one product at a time **(See Graph B)**. The other products could be stored "off Camera", or remain in the background until they are presented. The goal is maintain the Main Camera (1) in a fixed position, without having to move, or reposition the Main Camera.
4. Background – We suggest a large separation between the Host/Product and the Background, to provide a good "depth of field". This space is not critical, and can be filmed in a much smaller environment.
5. Secondary Camera/Tablet/Laptop – This secondary device will be used by The LBN Remote Videographer, to monitor filming and provide direction.
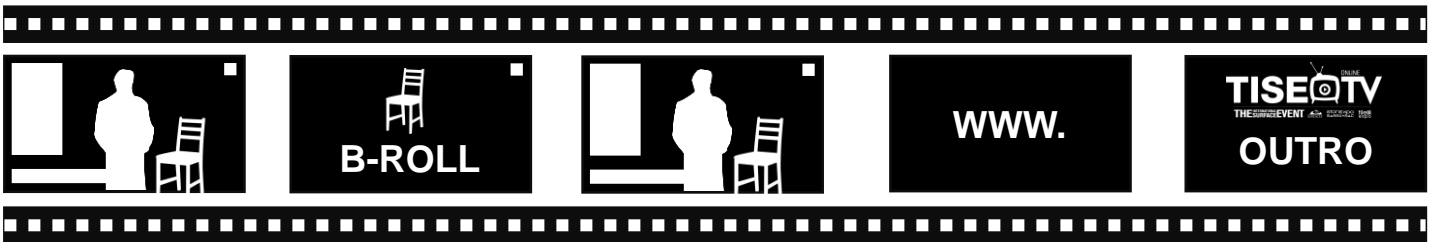
OPTIONAL ITEMS
A. Secondary Light Source – This would be used to provide additional front facing lighting.
B. Set Décor – This is simply items in the background, used to create a "Set or branded theme.
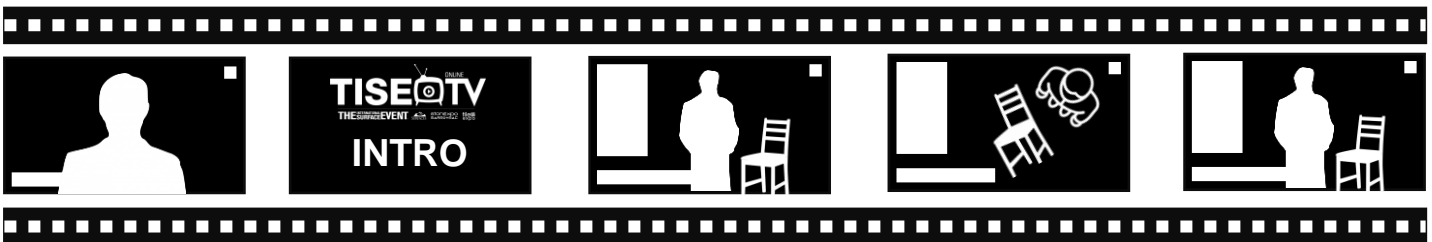C. Background Lighting – This lighting is used to provide a soft glow to backgrounds and objects.

PITCH SEGMENT PACKAGE - RUN OF SHOW

BRANDED PACKAGE - RUN OF SHOW

"HOW TO" PACKAGE - RUN OF SHOW

Hey there! It's _____, with _____.

Today, I will be sharing with you some of our newest/top selling/ most innovative products, on TISEtv.

So, hit share, invite a friend and feel free to post comments below!

Let's get started!

Hey there! It's _____, with _____.

Catch me on TISEtv, where I will be sharing ___ of our newest/top selling/most innovative products.

Click the link above to get updates on our episode.

Make sure to hit the share button and invite your friends to tune in.

Hey there! It's _____, with _____.

It's not too late to register for the TISE Live Virtual Event, where my team and I will be sharing some of our newest/top selling/most innovative products.

Register today!

And hit the share button!