

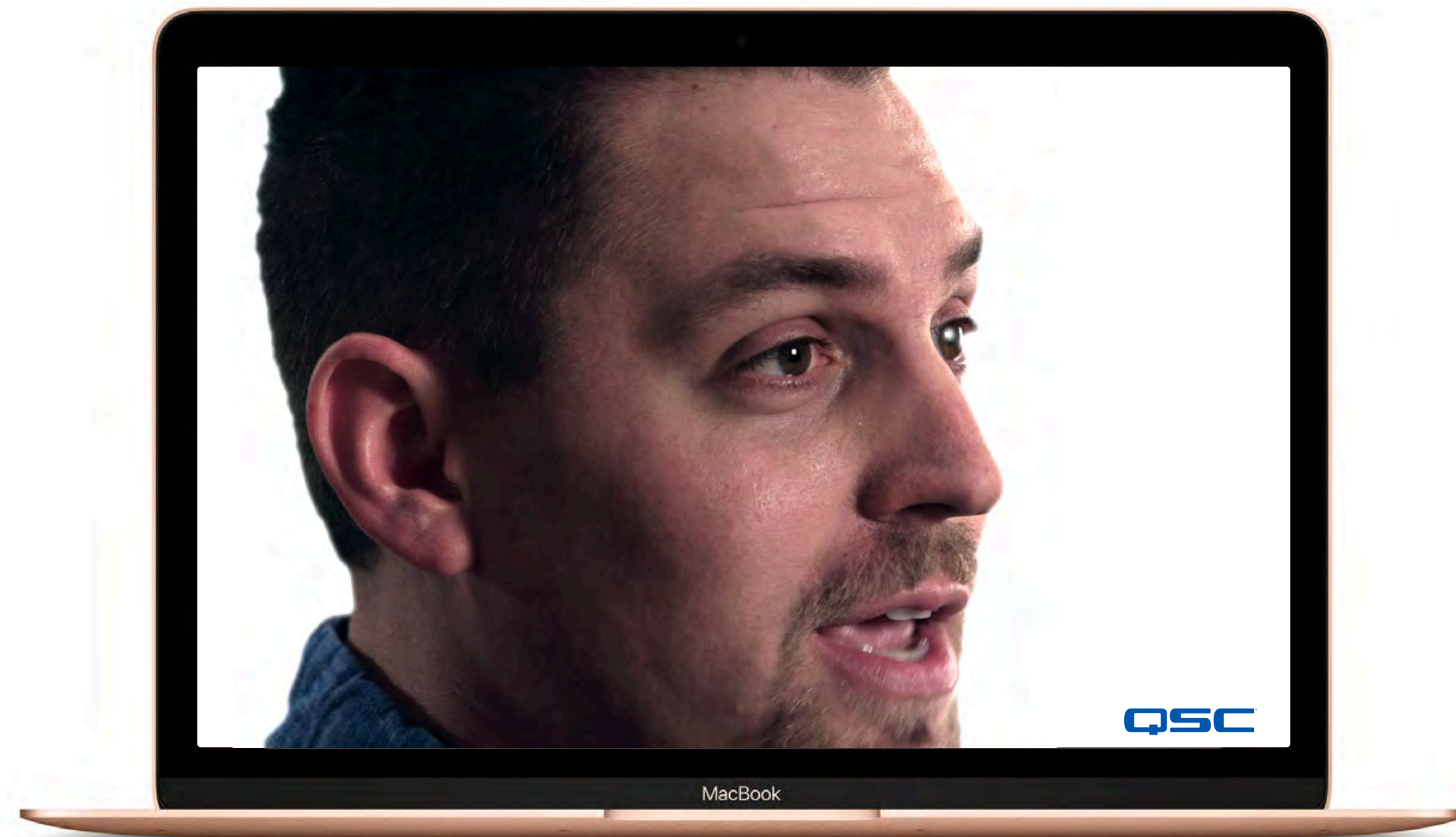
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QSC

ARTIST VIDEOS

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AD SARA RAELEE NIKOLE PETT
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Artist Video Formats



QSC Testimonial

Interview-format video highlighting one or more select QSC products. Outline and/or script must be approved by QSC. Send outline/script via email to brad.zell@qsc.com for approval.



TouchMix™ Sessions

Your performance of an original song recorded live on a TouchMix™ digital mixer.

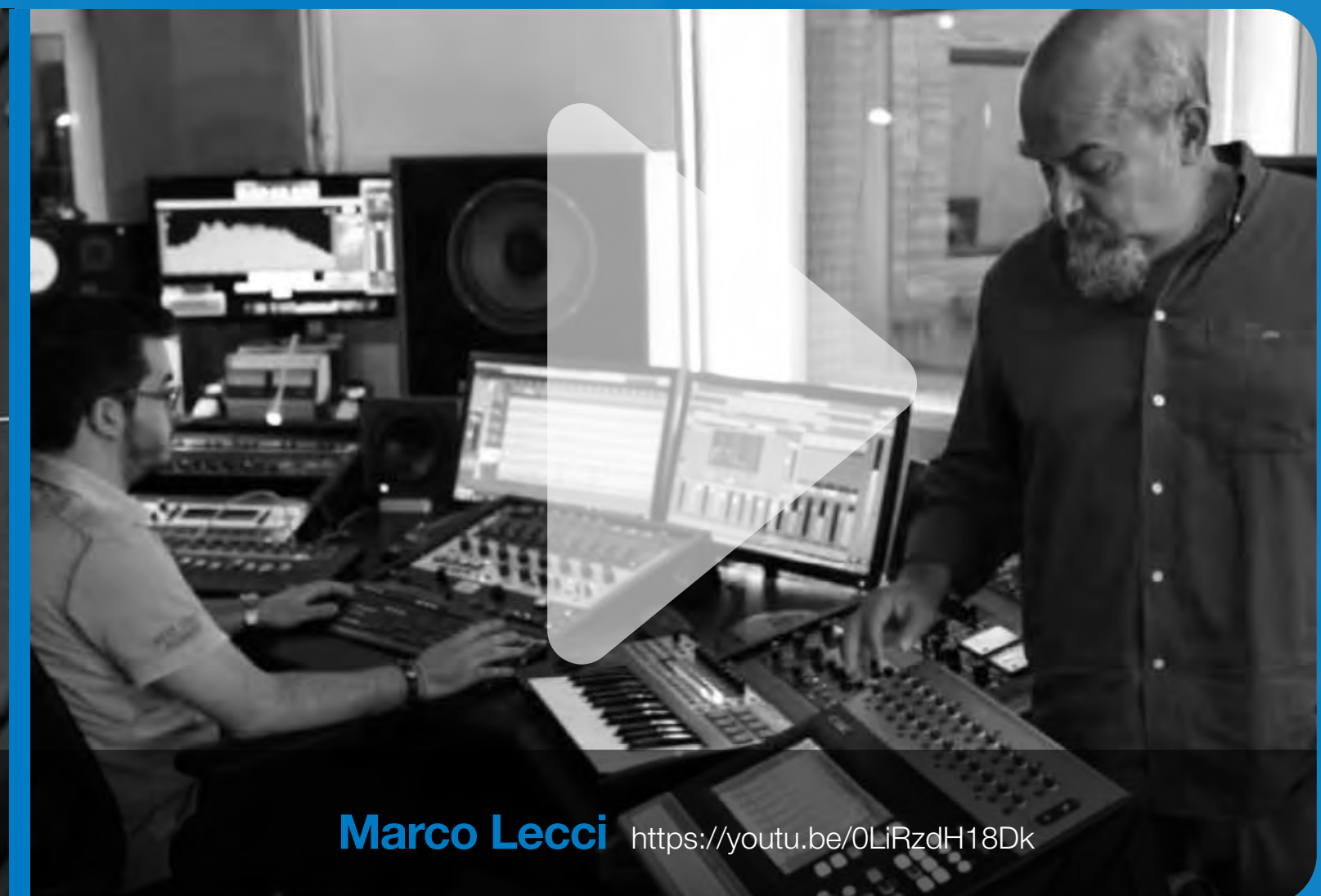
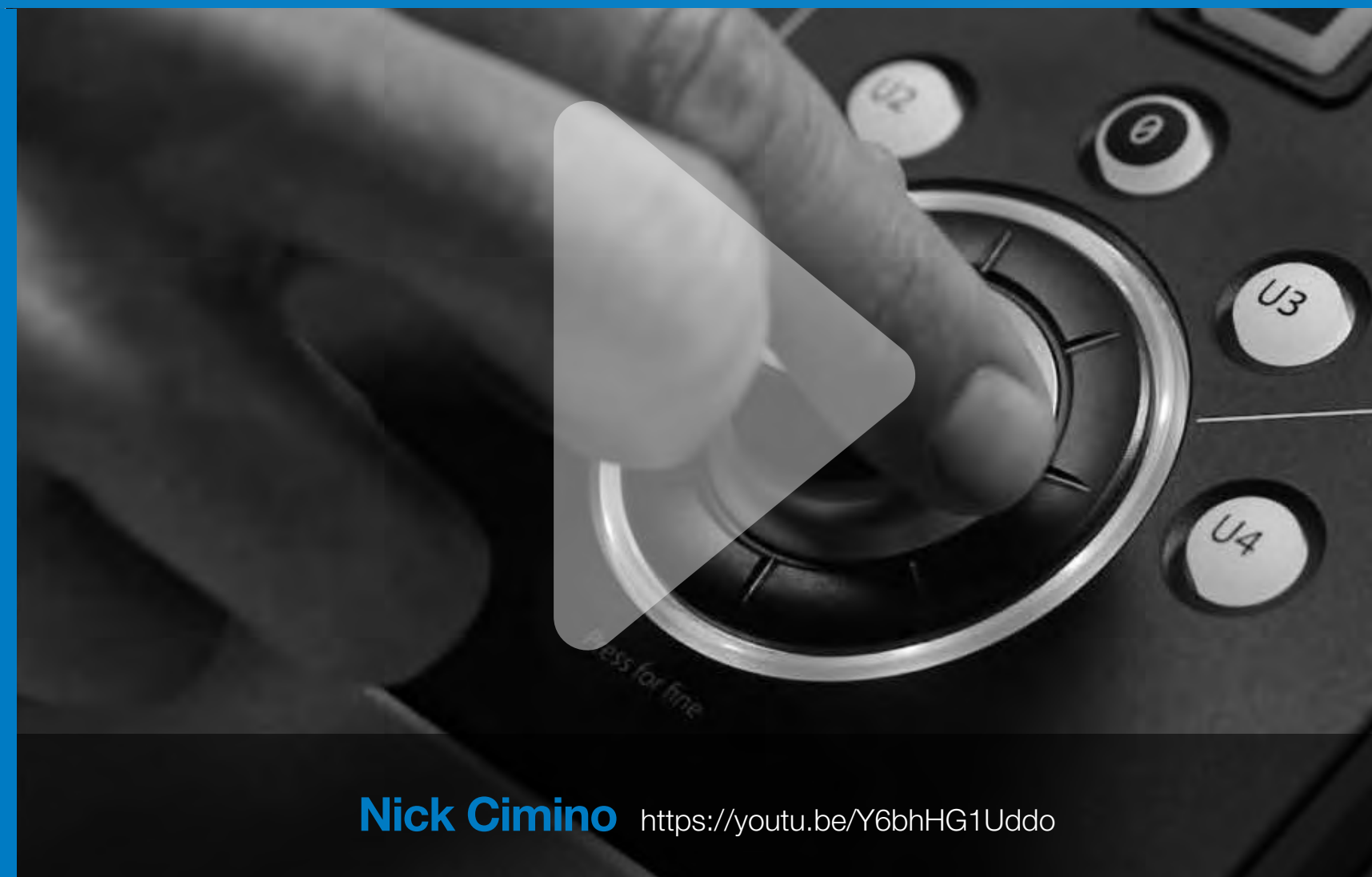
Testimonials

These scripted videos feature interview footage of QSC endorsers authentically expressing the points below* plus B-roll (non-interview) footage of you and/or your band performing, setting up or hanging out; or footage relevant to your live sound application.

Tell us:

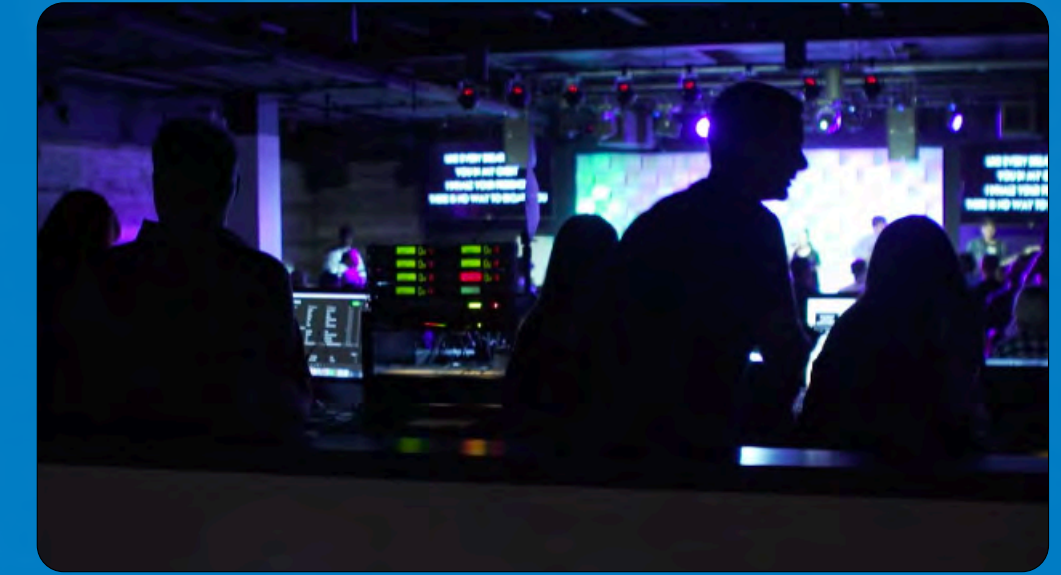
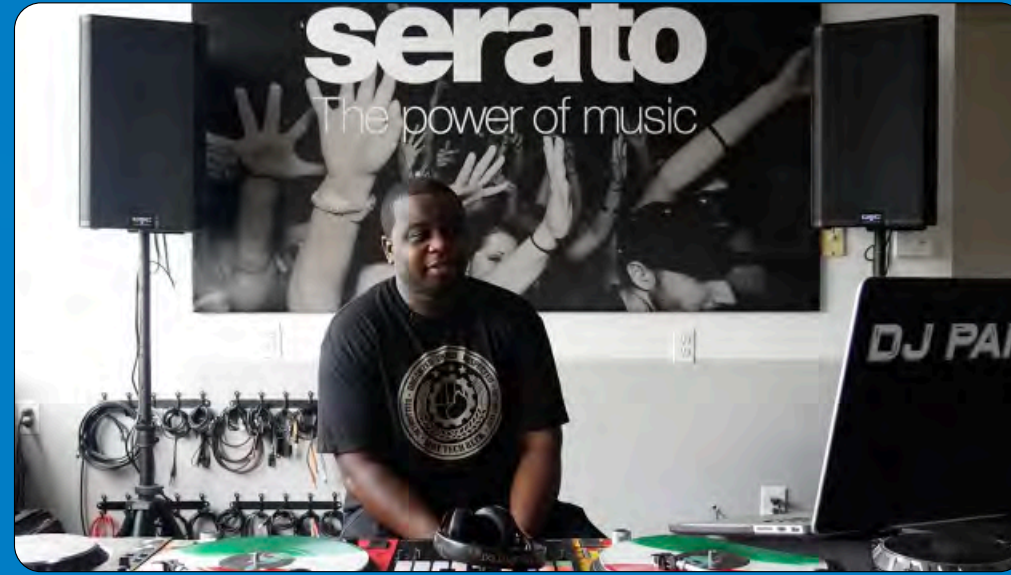
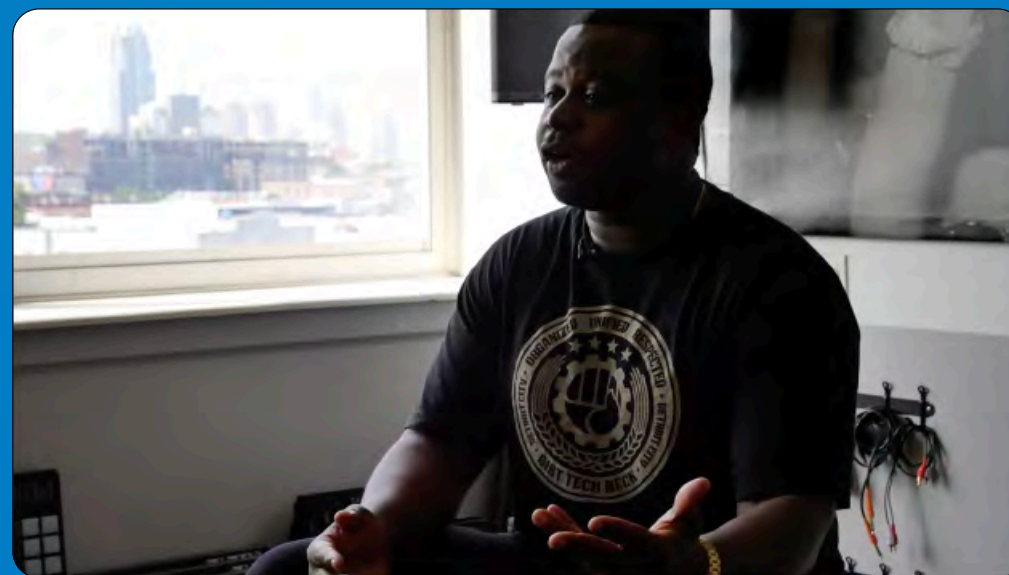
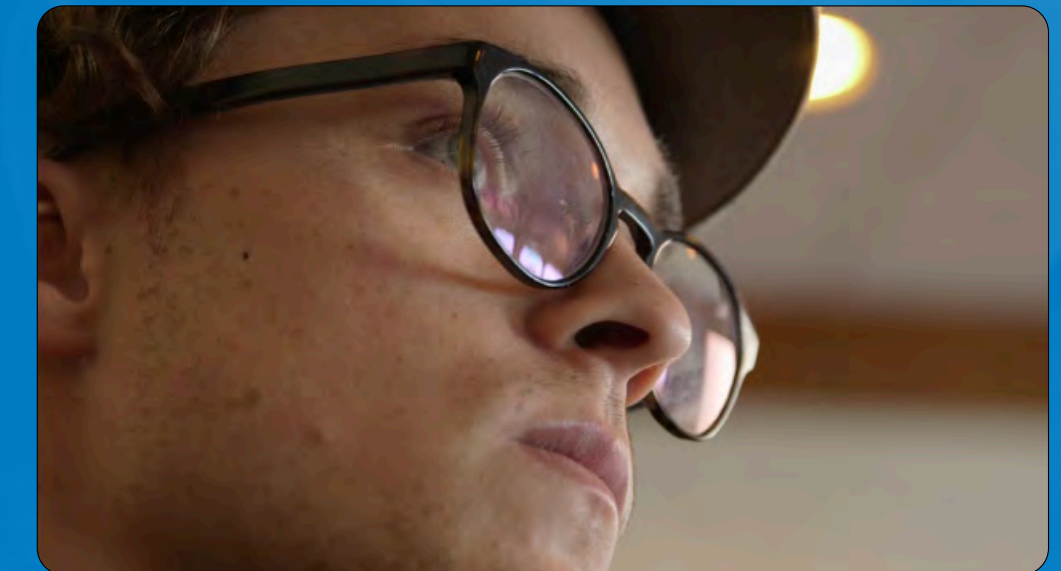
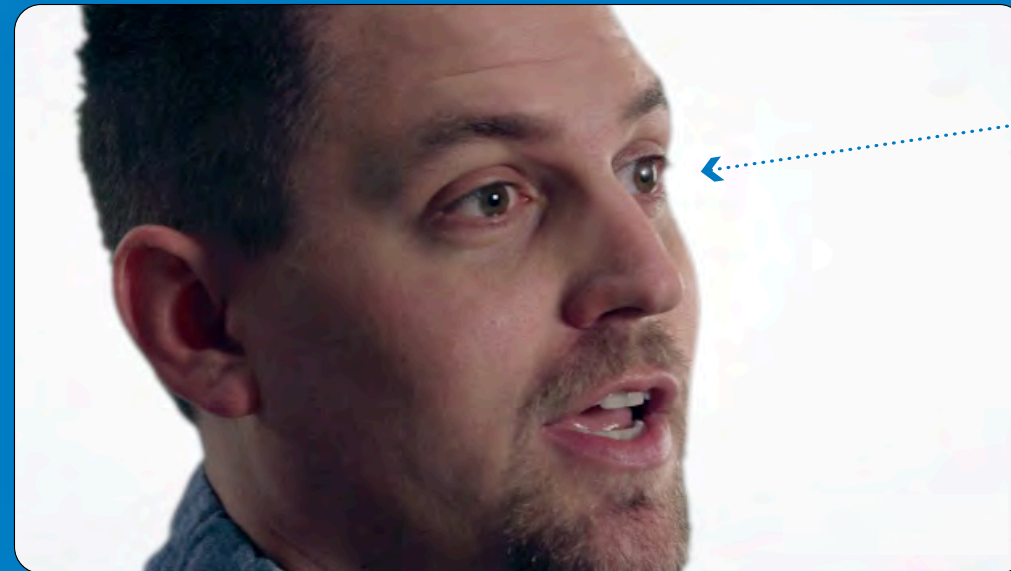
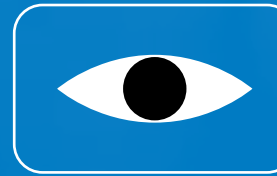
1. Who you are and what you do
2. Which QSC products you use and how you use them in detail
3. Why you love your QSC product(s) and how they solve a problem

Examples of QSC Testimonial Videos:



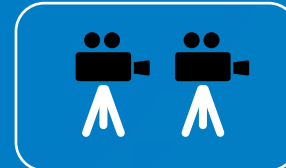
Composition

Subject(s) should never look directly into the camera but rather look at (and speak to) someone off-camera



Multicam (optional)

Two or more cameras shot from different angles simultaneously and edited by you or by QSC (as previously agreed)



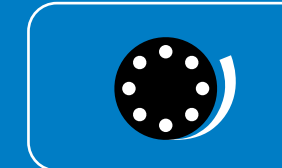
Music Bed

All music must be original or licensed for use by its owner(s). Owner must submit (in writing) to QSC authority to utilize for marketing purposes, without limitation.



B-Roll

Non-interview footage of your band performing, setting up or hanging out; or footage relevant to your live sound application



Testimonials (Cont.)



Two Cameras



Most QSC *Testimonial* videos are shot using two full-frame mirrorless digital cameras on tripods for multi-angle interview footage plus two or more LED lights.



[2] LED or other lights

TouchMix Sessions

TouchMix Sessions are live performance videos of an original song multi-track recorded and mixed on a QSC TouchMix digital mixer. These videos are a single-take performance with no overdubs, shot with one roving camera. Multi-camera video shoots are acceptable but not preferred.

Examples of *TouchMix Sessions* Videos:



TouchMix Sessions (Cont.)



Gimbal/Stabilizer

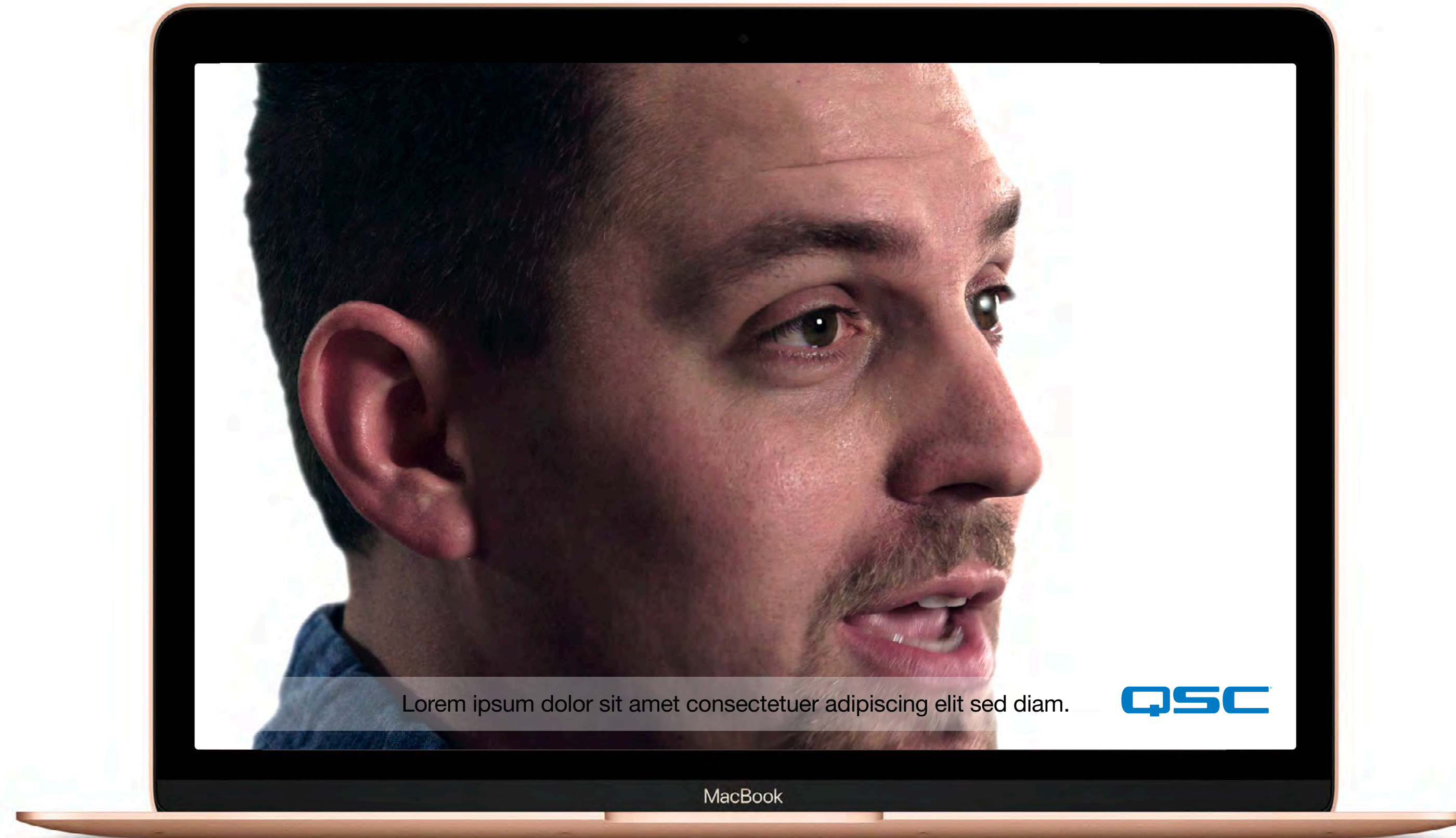


Most *TouchMix Sessions* videos are shot using a full-frame mirrorless digital camera with a gimbal or other stabilizer and two or more LED lights.



[2] LED or other lights

Titles, Subtitles and Translations



If you need titles, captions or any other text added to your video this will be done by QSC in post-production. For translations please contact Brad Zell at brad.zell@qsc.com or (714) 668-7240.

Submission Guidelines

Prepare your files using the below specifications and send to Brad Zell via WeTransfer or DropBox.

Video:

- Raw footage only
- No titles, text or graphics (QSC will add as agreed)
- MP4 (15 Mbps or higher bitrate)
- 4k preferred; 1080p acceptable
- 30 (29.97) fps
- 16 or 24 bit; 48,000 KHz audio

Graphics/Logos:

- Logos – vector format (AI/EPS/SVG) or high-resolution transparent PNGs
- Photos – high-resolution JPEGs saved at maximum quality

When submitting video please include:

- Your website
- Social Media Names (Facebook, Twitter, Instagram, YouTube)
- The proper spelling of your name, band name or company name
- For *TouchMix Sessions*, title of song
- Contact information of video producer/editor

Questions?

Contact Brad Zell via email at brad.zell@qsc.com.



Brad Zell

**Senior Marketing Manager,
Live Sound**

Mobile: 714.454.0345

Direct: 714.668.7240

Toll Free: 800.854.4079

Skype: qscbradzell

#playoutloud

