



DOMINATE WEB MEDIA

MORE TRAFFIC • MORE LEADS • MORE SALES



VIDEO PRODUCTION

Video Equipment Guide



For the Amateur and Advanced

Video Equipment & Software

VIDEO CAMERAS

- **Pro Quality with Cinematic Blurred Background:** [Canon DSLR T5i/T3i](#) (\$699) or [60D/70D](#) (\$999) + [50 mm f/1.8 Lens](#) (\$125) for Blurry Background Effect.
- **High Quality and Easy to Use:** Any point and Shoot Camera with Video and an audio jack. [Canon PowerShot](#) (\$158) series is great.
- **High Quality Super Easy to Use:** Smart Phone

MICROPHONES

- **Wired Lav Mic:** [Audio Technica Pro70 Lav Mic](#) (\$98) + + Female XLR to min jack (\$11)
- **Wired iPhone Lav Mic:** [Giant Squid Audio Lab Omnidirectional](#) (\$49)
- **Wireless Lav Mic:** [Sony UWPD 11/42 Wireless Mic](#) (\$599)
- **Screen Recording, Podcasting, or Travel Mic -** [Audio-Technica ATR2100 USB](#) (\$59) - This is the best kept secret high quality mic I've ever seen. Same sound as a \$400 mic - I use it almost every day for client calls, webinars, etc. It cuts out background noise better than any other mic too.
- **Highest Quality Podcasting Mic -** [Rode Procaster Black](#) (\$349) or [Heil PR40](#) (\$327)
- **High Quality Podcasting Mic -** [Rode Podcaster White USB only](#). (\$215) Won't plug into mixer, but sounds great as is with USB only, and is easier to set up and use.

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EQUIPMENT

- **Tripod** - [Polaroid 72"](#) (\$39)
- **Lighting & Green Screen Kit** - [FancierStudio Lighting Kit Plus Green Screen & Stand](#) (\$170)
- **Teleprompter iPad App:** [Prompt Smart Pro](#) (\$9.99)

VIDEO EDITING

- [Screenflow](#) - Easy editing for Mac for screen recordings and video camera recording editing
- [Camtasia](#) - Easy editing for PC and Mac; powerful versatile
- [Flixxpress](#) - Easy to create animated video intro's
- [Video Maker FX](#) - Animated video creator
- [Adobe Premier](#) - Advanced editing for PC users
- [Final Cut Pro](#)

MOBILE DEVICE VIDEO EDITING

- [iMovie](#)

COMMUNICATE WITH YOUR TEAM

- [Jing](#) by TechSmith



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