

Real3D Filming Outline Draft 01

Contact: Paul Grimsey

Brief:

To supply several finished video clips as outlined below



MEDIA PRODUCTIONS

Brief for Video 1

The first Video is intended for the prospective buyer searching for a property and will be a short introduction into navigating the interactive screen which will be placed at the start of each interactive video.

Video Length 45-50 seconds

Script Draft for Suzanne. Video 1

Video 1 - Scene 1

Hi my name is Suzanne Grimsey from Real3D Capture and I want to show you some amazing interactive technology that will allow you to navigate this property as if you were actually there.

2 Camera interview setup - tripod and slider

Video 1 - Scene 2

Simply touch the play button on the screen to get started

2 Camera interview setup - tripod and slider

Video 1 - Scene 3

Where you will see a dollhouse and floor plan, touch anywhere on the 3D dollhouse to enter interactive mode

2 Camera interview setup - tripod and slider

Video 1 - Scene 4

then look for those lightly coloured circles

2 Camera interview setup - tripod and slider

Video 1 - Scene 5

By touching them, the program will guide you forward as if you were actually walking through the property

2 Camera interview setup - tripod and slider

Video 1 - Scene 6

Take your time to look around,... and if you simply want to move around the room

2 Camera interview setup - tripod and slider

Video 1 - Scene 7

slide your finger left, right... up or down to fully interact with the settings.

2 Camera interview setup - tripod and slider

Video 1 - Scene 8

Once you have investigated that area, look for another lightly coloured circle to move towards.

2 Camera setup - tripod and slider

Video 1 - Scene 9

Pressing the play button at anytime will restart a pre-determined video show that you can take control of at any time by touching the screen and re entering interactive mode

2 Camera setup - tripod and slider

Video 1 - Scene 10

Pressing the little 3D shape will take you back into the Dollhouse view

2 Camera interview setup - tripod and slider

Video 1 - Scene 11

Simply choose a new room tap it,... and your back in the game free to move around as you like

2 Camera interview setup - tripod and slider

Video 1 - Scene 12

So getting started and enjoying your REAL3D experience has never been easier.

2 Camera interview setup - tripod and slider

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Brief for Video 2

The Seller or Vendor Video is for the MID USER in the viewing chain. This is the person selling the property. Video length around 2 minutes.

This video is designed for the mid user being the vendor and will explain to the vendor the benefits of using Real3D interactive technology compared to more traditional methods of media advertising.

This video will be interview / educational in style and be based around a pre determined script.

Primary Talent and Host Suzanne Grimsey
Secondary Talent and operator Paul Grimsey

Where possible and depending on time the following points were discussed with the intention of including them in the script.

	Description of Points Discussed	Added to script
1	Explanation of use	x
2	Reason for embracing technology	x
3	Facts of video viewing	x
4	Blurb from website	
5	Capture the feel and flow of the property for prospective buyer	x
6	Less wasted open days for Vendor	x
7	Attention focused on fine property detail	
8	People spend 5x more time looking at interactive visual content than photos	x
9	90% of prospective buyers spend time searching on internet before contacting agent	x
10	Cost effective compared to other media options	x

Script Draft for Suzanne. Video 2

Video 2 - Scene 1

Hi my name is Suzanne Grimsey from Real3D Capture and I want to show you some amazing interactive technology that will really change the way people view your vendors property

2 Camera interview setup - tripod and slider

Video 2 - Scene 2

Imagine being able to immerse your potential buyers in such a way that they feel as if they are actually here.

2 Camera interview setup - tripod and slider

Video 2 - Scene 3

Taking them through each room, being able to turn around, look at the walls, ceilings, fixtures all from their smart devices.

Ronin S Camera Gimbal to follow Suzanne walking through house looking at ipad and on screen

Video 2 - Scene 4

then move seamlessly to the next room,..... outside.... In fact anywhere around the property.....

Ronin S Camera Gimbal with GH5s to follow Suzanne walking through house looking at ipad and on screen wide angle lens + Gh5 18-35 stabilised camera as second option. **NEED TO ADD IN REAL3D FOOTAGE**

Video 2 - Scene 5

so that they really get a feel and flow of your home

Ronin S Camera Gimbal with GH5s to follow Suzanne walking through house looking at ipad and on screen wide angle lens + Gh5 18-35 stabilised camera as second option.

Video 2 - Scene 6

and by simply tapping the 3D box icon on screen they can immediately jump into a 3D Dolls House view of of the property.

2 Camera setup - tripod and slider

Video 2 - Scene 7

Tap on another room and immediately be re-immersed back into the Real3D interactive program again.

2 Camera setup - tripod and slider

Video 2 - Scene 8

Sounds complicated & expensive... well it really isn't

2 Camera setup - tripod and slider

Video 2 - Scene 9

Here at Real-3D we can create all of this for less than a traditional combined video and photo package.

2 Camera setup - tripod and slider

Video 2 - Scene 10

and it all starts with one of our tech guys arriving at your house with our specialised interactive camera system.

1 Camera setup - tripod or slider

Ronin S Camera Gimbal with GH5s to follow Paul walking through setting up camera - wide angle lens + Gh5 18-35 stabilised camera as second option.

Video 2 - Scene 11

where they will map each entrance..... room..... doorway and surrounding property to create an interactive Real-3D experience.

1 Camera setup - tripod or slider

Ronin S Camera Gimbal with GH5s to follow Paul walking through setting up camera - wide angle lens + Gh5 18-35 stabilised camera as second option.

Video 2 - Scene 12

with our technical staff back at the office busy creating a 2D and a 3D style plan

1 Camera setup – slider. of tech person working on screen

Video 2 - Scene 13

which will be seamlessly added to your interactive video

1 Camera setup – slider. of tech person working on screen

Video 2 - Scene 14

So there it is, technology that finally brings people into your home as if it is a first viewing.

2 Camera interview setup - tripod and slider

Video 2 - Scene 15

Allowing them to get a feel and flow of your property as if they really were HERE.

2 Camera interview setup - tripod and slider

Video 2 - Scene 16

With less wasted open days for you..... saving you time and inconvenience.

2 Camera interview setup - tripod and slider

Video 2 - Scene 17

And considering that 90% of people view the internet before contacting an agent

Someone viewing laptop or ipad of realestate site domain or realestate.com.au

Video 2 - Scene 18

with research showing that viewers of interactive technology spend on average 5 times longer viewing those properties compared to traditional photos

Someone viewing laptop or ipad of realestate site domain or realestate.com.au

Video 2 - Scene 19

Now is the perfect time for you to enquire how we can best create an interactive viewing experience for your potential buyers

2 Camera interview setup - tripod and slider

Video 2 - Scene 20

that **WILL BE** a cut above the competition.

2 Camera interview setup - tripod and slider

Brief for Video 3

This Video is about explaining in simple terms the benefits of this technology to the agent so that they can promote this service to the Vendor and call on Real3D to undertake the filming and creation of this interactive process.

Video length around 2 minutes.

This video is designed for the vendor and will explain to the vendor the benefits of using Real3D interactive technology compared to more traditional methods of media advertising.

This video will be interview / educational in style and be based around a pre determined script below.

Primary Talent and Host Suzanne Grimsey
Secondary Talent and operator Paul Grimsey

Where possible and depending on time the following points were discussed with the intention of including them in the script.

	Description of Points Discussed	Added to script
1	Value to Real estate as an add on service	
2	Use of cutting edge technology	x

3	Ahead of the curve and competition	x
4	Realistic pricing designed to attract vendor	x
5	Easy to sell package to vendor	
6	Less wasted open days for vendor	
7	Easy to setup with minimal disruption and around 2 hours	
8	Easy for prospective buyer to navigate	
9	Great for long distance buyers	
10	Narrows down genuine buyers	
11	Saves time with only genuine buyers visiting property after viewing Real3D	

Script Draft for Suzanne Video 3

Video 3 - Scene 1

Hi my name is Suzanne Grimsey from Real3D Capture and I want to show you some amazing interactive technology that will really change the way people view your prospective vendors property.

2 Camera interview setup - tripod and slider

Video 3 - Scene 2

Imagine being able to immerse your potential buyers in such a way that they feel as if they are actually there.

2 Camera interview setup - tripod and slider

Video 3 - Scene 3

Taking them through each room, being able to interactively turn around, look at the walls, ceilings, fixtures all from their smart devices.

Ronin S Camera Gimbal to follow Suzanne walking through house looking at ipad and on screen

Video 3 - Scene 4

then move seamlessly to the next room,..... outside.... In fact anywhere around the building..... **(Can use this from Video 2)**

Ronin S Camera Gimbal with GH5s to follow Suzanne walking through house looking at ipad and on screen wide angle lens + Gh5 18-35 stabilised camera as second option. **NEED TO ADD IN REAL3D FOOTAGE**

Video 3 - Scene 5

so that they really get a feel and flow for the property

Ronin S Camera Gimbal with GH5s to follow Suzanne walking through house looking at ipad and on screen wide angle lens + Gh5 18-35 stabilised camera as second option.

Video 3 - Scene 6

Sounds complicated & expensive... well it really isn't

2 Camera setup - tripod and slider **(Can use this from Video 2)**

Video 3 - Scene 7

Here at Real-3D we can create all of this with realistic pricing designed to attract the vendor

2 Camera setup - tripod and slider **(Can use this from Video 2)**

Video 3 - Scene 8

and less than a traditional combined video and photo package that will showcase your properties like never before.

2 Camera setup - tripod and slider **(Can use this from Video 2)**

Video 3 - Scene 9

Using this technology puts your estate agency ahead of the curve and competition

1 Camera setup - tripod or slider

Video 3 – Scene 10

Imagine the advantages for local and long distance buyers,... narrowing down their choices before seeing the property in person

Someone viewing laptop or ipad of realestate site domain or realestate.com.au

Video 3 - Scene 11

this way people that turn up for a viewing have an accurate picture already in their mind

Someone viewing laptop or ipad of realestate site domain or realestate.com.au

Video 3 - Scene 12

Saving you and the vendor on viewing appointments that did not go any further

2 Camera interview setup - tripod and slider

Video 3 - Scene 13

Using Real3D is easy to promote as an add on service for your valued clients,

2 Camera interview setup - tripod and slider

Video 3 - Scene 14

Setting up only takes a couple of hours with one operator moving through the property with minimal disruption to the vendor

2 Camera interview setup - tripod and slider

Video 3 - Scene 15

And its really easy to use and navigate once its been loaded online

2 Camera interview setup - tripod and slider

Video 3 - Scene 16

So if your serious about getting ahead of the competition by offering your clients cutting, cost effective technology that works,... then please contact us today for a personalised demonstration.

2 Camera interview setup - tripod and slider

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