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Youâ€™re going to have enough on your mind when youâ€™ve decided that you want to make a corporat video that you probably wonâ€™t consider what equipment you need. Youâ€™ll have thoughts running through your head like what youâ€™re going to say in your video, how youâ€™re going to present it and w it be worth the investment. An aspect that businesses donâ€™t consider as much as they should is the equipment that you might need to shoot your film. When youâ€™re picking a video production company to work with, not only should you make sure they have the right skills you need, like a scriptwriting service and presenters for your film, but that they also have the right kit to make sure your video is filmed effectively and conveys the best message to your potential clients. Without getting too technical, letâ€™s look at some of the kit you should be aware that you might need on a shoot for your Corporate Video.

-Cameras are undoubtedly the most important aspect of the shoot because obviously without them, there would be no shoot. Itâ€™s vital to make sure the company you work with has a range of cameras suitable to your needs. You want to make sure the company has a range of cameras because depending on the shoot, you might need more than one. Over the past couple of years, video quality has increased tremendously so you want to make sure an HD camera is available so you ensure youâ€™re getting the best quality. If the video is shot in poor quality, it reflects badly on your company and wonâ€™t get you much business so could be a waste of money.

-If you run your own business and decide youâ€™d rather present your corporate video rather than hiring a presented from your production company, then itâ€™s going to be in your best interest to make sure they have a full Autocue kit available. If youâ€™re trying to present, this will come in very handy in making you remember your message and coming across as comfortable to the viewer.

-Lighting Kits and Lens are kit that you wouldnâ€™t necessarily feel are important but if youâ€™re shootin on location lighting and lens are vital depending on weather and where youâ€™re shooting.

These are the main parts of the kit you should be looking out for when making your video. Contrast Designs has a full kit with everything you could need to make your corporate video heads and shoulders above the rest.

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