

# Video Guide

Basic Outline – Full Page Coming Soon:

- Types of Video Options available
  - LED Walls
    - LED (light emitting diode) walls are very modular and can be built to almost any dimension you may need.
      - LED Walls have some specific attributes and terms:
        - nits
        - dot pitch
        - brightness
        - resolution
    - LED Walls are normally meant for outdoor usage due to their ability to be seen in direct sunlight.
  - Projection Screens
    - Projection screens and projectors have come a long way in terms of being able to be used outdoors, and in very small areas.
      - Projectors have some specific attributes and terms:
        - lumens
    - You would normally prefer to use a projection screen when the budget can't call for an LED wall, and/or it's not too bright for the content to be washed out.
- Types of Video Production
  - iMAG – stands for image magnification – this is the standard for live video broadcasting
  - Various terms for video production
    - switcher
    - dolly
    - jib
  - Various ways to produce a video signal – SDI,

HDMI, etc

- Types of Video / Streaming
  - What sort of bandwidth needs, video setup, and requirements from the performer are needed to make a successful live video stream?
  - Refer to future article about streaming options and best practices
- Other Elements to Consider:
  - Proper size given the event and expected attendance – what's a good dimension (and resolution) for 5,000 people vs 20,000 people
  - Power needs – how to best tie in, how much power do a few examples of LED walls draw
  - How to deal with syncing audio / video so there isn't any delay
  - Tying in with the video team – what do they need to properly advance the show?



**Inside the Mobile Video Production Trailer at Let Freedom Ring**