

Filming High-Quality Videos From Your Cell Phone

HOW TO GUIDE

Please find a step-by-step guide on how to film a high-quality video from your cell phone, below. This will help take unit photos, virtual tours, and 360 degree videos to the next level!



The Basics:

1. Stand where you can film the most surface area in the room (doorway, deep corner, etc.).
 - a. The best spot to stand is where you can easily see every aspect of the room
2. If you're inside, turn on every light in the unit.
3. Open the "camera" app on your Android/iPhone.
4. Film with Landscape (horizontal) style.
5. Once ready, hit the record button
6. Stop recording, review it. Take multiple recordings to ensure you get the best one.

Best Practices:

1. Make sure your flash is turned off
2. Once you push the "record" button, wait three seconds, and then start--When finished, wait three seconds to turn off recording.
3. Take your time--move the camera slowly and steadily to avoid blurring and focus correction.
4. Make sure there is no background sound, ie. talking, music, fans, etc.
5. Hold your cell phone at eye-level
 - a. Make sure the cell phone is completely zoomed out, otherwise it can cause extra blurring, lagged motion, and is a hassle
6. Hold your phone with BOTH hands
7. The more lighting in the unit, the better.
 - a. Start by turning all the lights on and see how the first video looks. If you need more lighting you can always open windows and blinds, just be careful because this can cause glare.
 - b. If the windows are a big selling point, open them.
8. Make sure your fingers aren't in the shot
9. Walk one step at a time, and slowly

Please reach out to the marketing department with any questions you might have!