

## The Quality Revolution

It's now possible, using an inexpensive consumer camcorder, to record HD video with quality comparable to broadcast TV. ezXchanges makes it possible to grab great looking HD video right off the camera and upload it directly to our servers.

### The Cameras\*

The new format that makes this possible is called AVCHD. It records High Definition video into modestly sized digital files that are sharp and finely detailed and look great on HD television screens.



[Sony HDR CX240](#)



[Canon VIXIA HF R500](#)



[Panasonic HC-V250](#)

Each of these three inexpensive high definition cameras boasts a variety of recording settings that offer great quality files but are small enough to be uploaded to the Internet in a reasonable amount of time. Which one is right for you? ezXchanges video experts can help make that decision. We can go over each feature and determine which camera best meets each program's needs.

Although ezXchanges recommends the use of camera files, we are also able to accept an exceptionally wide variety of file types for upload, including DVDs and files from digital sports editing systems.

## Getting Good Results

**Framing** - Videographers should aim for a framing that is as tight as possible, while still accomplishing coaching goals.

**Panning** - Encourage the videographer to pan smoothly with the action rather than whip-panning abruptly from end to end of the field or court.

**Pregame** - Check that recording settings are correct before each game.

**Use a Tripod Designed Specifically for Video** – Digital cameras work more efficiently when stable. A video tripod with a ball-mounted head like the one pictured is recommended because it makes leveling the camera easy. The “fluid head” allows for smooth camera movement. Weighing down the tripod can also help overall stability.

## Standardized & Tested Downloads

ezXchanges takes every video uploaded by schools and transcodes it to a set of standardized sizes and video formats that are compatible with Mac and Windows and all the major digital video editors. Our state-of-the-art transcoding servers are extremely fast and supply coaches with the video formats that best serve their editing and viewing needs.

## The Video Production Support Team

Our video experts meet with each program well before the season to work out an individualized video strategy that ensures both ease of use and the best possible quality. We provide how-to resources for video production and video editing workflows, and we'll also help set up connections for HD video viewing. We offer immediate response 24/7 before, during and after the season. During the season we monitor upload quality and send immediate notifications of upload quality issues to both the school and the conference office. When you choose ezXchanges it's like adding a video production support department to each and every program!

*\*These are not the only suitable cameras, just a few we feel have a useful feature set. ezXchanges has no relationship with B&H Photo. Their site is simply a convenient web reference.*



[Magnus VT4000](#)