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## CEPros Video and Photo Recording Recommendations

### Machine Preparation:

- Machine should be cleaned, wiped down, even polished up for best look.
- All chaff from collector areas, cavities, and behind panels vacuumed out. Major (last time) cleaning.
- Grease and/or oils wiped off obvious areas.
- Best lighting you can – especially watch “back light” coming from behind the machine.
- Watch for reflections in shiny/polished areas.
- No branding/company logos in view.

If there is a logo on the machine, we can photoshop it out in the pictures. Not so easy in video, so we ask to put a piece of paper taped up top over it. If not possible, we can blur it out in YouTube editor.

We'll review with you on what it will take to remove the logo prior to crating up when time comes.

### Photo Overview

- Cell phone is fine.
- Lighting important.
- Pay attention to focus.

### Photo Shots:

- Wide “hero” shots, both profile and wide angle.
- Multiple angles of machine.
- Medium type shot of the front of the roaster.
- Machine plaque showing brand, model, serial #, etc.
- Control panel if applicable.
- Tight shots where you feel would be helpful
- Tight shots of any imperfections we want to note.

## **Video Overview:**

- Cell phone use is fine, set to HD record - 1080 option.
- Lighting important.
- Autofocus should work.
- We put the video(s) on our YouTube channel for increased search visibility.
- Try not to have music in background (YouTube sometimes will flag it for copyright infringement – NK)
- You can send multiple clips over – doesn't need to be all in one. We can send you a DropBox upload link if necessary.

## **Video Shots:**

- Wide overview, then walk around showing condition, aesthetics, (any scratches, etc.)
- Backside of machine.
- Machine plaque.
- Turning on of the switches, hearing the motors/fan starting.
- Flame igniting.
- Seeing and hearing cooler agitator and blower motor turning on.