Shoot Brief for Contributors:

TECHNOLOGY

DISSOLVE

INTRODUCTION

We may not have flying cars just yet, but it certainly feels like we are living in the future. Technology is at the forefront of our lives, and it's continuously evolving. Our smartphones have become permanent fixtures, and wearable tech is no longer just a novelty seen online. Every day, human beings become more intertwined with the gadgets in their lives.

To keep pace with the ever-changing technological landscape, Dissolve is seeking footage that accurately showcases this brave new world. Whether it's texting teens, athletes with futuristic fitness monitors, or people immersed in VR, we're looking for footage that demonstrates life in the 21st century and beyond.

Footage by Gordenkoff D538_109_056 (cover); Photo by Hero Images D237_31_221. Images are examples for illustrative purposes only.

Don’t have your models act out a scene with the technology as a prop — have them actually use it instead

EVERYDAY TECHNOLOGY

Before we dive into the latest trends emerging from Silicon Valley, let’s acknowledge the technology that already surrounds us. Smartphones, laptops, tablets, Bluetooth — the technology that we’ve grown accustomed to is still worth shooting. Our clients are always looking for believable footage of someone using a smartphone or a laptop in a realistic and natural manner. In other words, don’t have your models act out a scene with the technology as a prop — have them actually use it instead.

If you want to dig a little deeper than everyday technology, we could always use more clips of server rooms and data centres. Go behind the scenes of the spots where your data is stored. This content is always in demand by clients.

Footage by ReeldealHD D16_44_038; Hotelfoxtrot 17A075_207 (opposite). Images are examples for illustrative purposes only.

WEARABLE TECH

Technological advancements are no longer limited to our smartphones. Instead, they're covering our whole bodies. From advanced watches and augmented reality glasses to Fitbits and smart workout wear, wearable technology is the new normal.

To further represent the future, footage of wearable tech is as important as ever. It could be as simple as incorporating these items into footage you were already planning to shoot, say of a model working out or performing everyday tasks at the office. These items will only become more integrated into our lives, so maximizing representation is important.

Footage by Pressmaster D187_60_006, Spotmatik D47_187_001 (opposite). Images are examples for illustrative purposes only.

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VIRTUAL REALITY

Virtual reality is hot. From film studios to venture capital investors, the letters VR have just about everyone chomping at the bit. Whether or not the technology will be as world-dominating as forecasters believe is yet to be seen.

Dissolve's customers are constantly searching for authentic and useable footage of people using VR — everything from users with VR headsets to people wandering the city in augmented reality (think Pokémon Go). As with any footage, be careful to avoid brands and logos.

Additionally, if you have the ability to shoot 360º VR clips of your own, now is the time to do so. There's plenty of room for immersive footage in Dissolve's growing collection of VR-ready clips, and customers are hungry for more material.

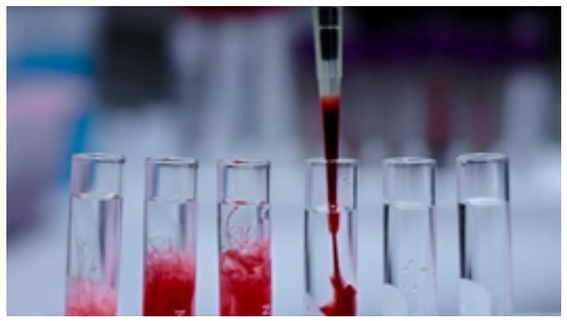
When you export your VR footage, It's imperative to click the window that says "This footage is VR." If you don't do this, it will not play properly in any Virtual Reality Viewer. This is not a metadata tag, it's part of your exporting process.

Footage by Max Monty for Dissolve Filmmaker D1190_18_068; DFFRNT STUDIO for Dissolve Elements D1339_2_003 (opposite), Wavebreak 822747. Images are examples for illustrative purposes only.

BIOTECH

Biotech utilizes biological systems and organisms to make or modify products and processes. Examples include genetically modified foods, medicines, textiles and other products.

This growing field is one that clients search for often, and Dissolve is always seeking more content related to biotechnology. While access to an actual high-end biotechnology facility would be ideal, a biotech shoot could easily be staged at a local university science lab. Be industrious and creative – we welcome novel locations for science-oriented shoots.



Footage from *Do Not Go Gentle, Go Boldly* PhRMAPress (YouTube), (opposite); Gordenkoff D538_4_017, *Do Not Go Gentle, Go Boldly* PhRMAPress (YouTube).

CLEAN TECH

In 2017, themes of sustainability and environmentally responsibility are integral to every media discussion of technology and industrial production. "Clean tech" issues include lowering emissions, responsible mining, renewable power sources, and consideration for product recycling or disposal.

From solar panels and wind turbines to wave power and pollution control, clean technology is on everyone's mind. Environmental consciousness is as hot an issue as ever, and it's important to find ways to represent that on film. Seek out the clean technology hubs in your area, obtain a location release and shoot as much as possible.

Footage by Spotmatik 17A128_103, *Next Is... Cleaner Energy* APS (YouTube). Images are examples for illustrative purposes only.

SMARTPHONE TRANSACTIONS

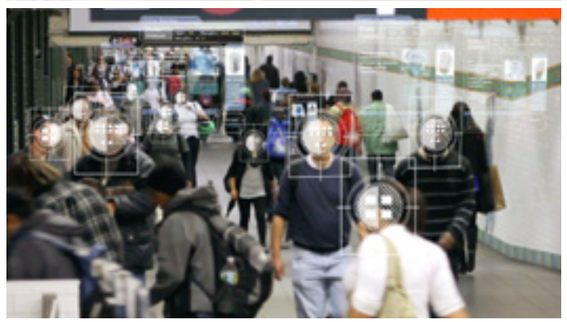
Once the realm of science fiction, we are all becoming used to paying for goods and services with our handheld devices. We pay via fingerprint or by waving our phone at a sensor, we transfer money from one device to another, we split bills and pay each other back using apps such as Venmo.

This increasingly popular technology could use more and more representation, and it's not hard to incorporate into the footage you're already shooting. For example, if you're working with models in a store, have them act out an old-fashioned cash transaction, then have them redo the scene using their smartphones to pay. Take that extra time and cover your bases as we move further towards a cashless society.

Footage from Discover Credit Card (website), Hero Images D237_85_086 (opposite). Images are examples for illustrative purposes only.

FUTURISTIC TECHNOLOGY

While it may seem like we're a long way from cruising down the street on a hoverboard like Marty McFly, the future is certainly now. There are facial recognition eye scanners, self driving cars, robots, 3D printing, holograms, AI, and many more once-unimaginable technologies being tested in labs as we speak. What do you imagine the future will look like? Surprise us.



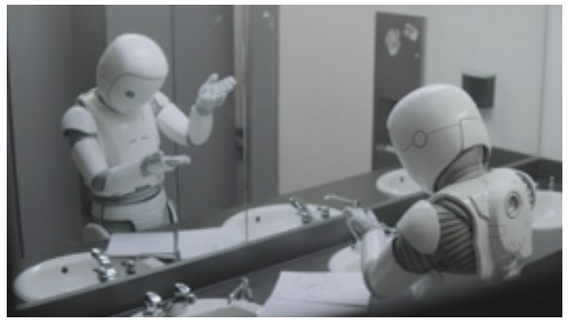
Footage by Spotmatik 19C119_913 (opposite); Science Photo Library D30_6_458, Kingsland D824_1_027.

ROBOTICS AND ARTIFICIAL INTELLIGENCE

They're not plotting a hostile takeover just yet, but robots are increasingly sharing in our day-to-day lives. From service helpers to high-end toys to robotic medical aids, the technology is ripe for exploration in film.

Admittedly, we don't all have robots lying around waiting to be filmed. That said, there are plenty of places that might be willing to participate in a shoot. Contact your local technological institute or trade school and see if there is a robotics class that would be willing to participate in a shoot. Further, there are plenty of robotics used in the medical field, so reaching out to a local hospital or clinic may also be beneficial.

Either way, it's a great time to start shooting robotics as much as possible.



Footage by Flame Distribution D521_62_018, Oxford Cool Robot – Never Give Up (YouTube), Soft Bank Robotics spot. Images are examples for illustrative purposes only.

Self-driving cars are already among us, and before we know it they'll be the norm.

Self-driving cars are already among us, and before we know it they'll be the norm. Lyft, for example, is already planning to launch a fleet of autonomous, electric vehicles in Boston later this year. By 2025, the company expects to provide 1 billion rides per year using electric, autonomous vehicles.

Of course, shooting a self-driving car will not exactly be easy for everyone. Whatever you do, please do not shoot a normal car and pretend that it's a driverless one — we don't want to put anyone's life in danger!

That said, if you have access to a driverless car this would be a perfect time to film one. As these items grow in popularity, so too will the demand for footage.

Footage from Volvo Self Driving Car Spot (YouTube), Cadillac Super Cruise Hands Free Car Spot (YouTube).

INDUSTRY - ARTIFICIAL INTELLIGENCE IN MANUFACTURING

The days are numbered for the classic factory worker assembly line. Instead, companies are turning to artificial intelligence to replace human workers.

AI takes many forms in the factory, from drones and robots to all sorts of technologically advanced machinery. It's used every step of the way, from manufacturing through product testing and distribution.

According to a report from Business Insider, the research company TrendForce expects AI to help launch a manufacturing revolution. In fact, the market for smart manufacturing tools is expected to reach $250 billion as soon as 2018.

Artificial intelligence will become an increasingly sought-after subject for stock as traditional warehouse environments change. No matter where you live, it's likely that AI is being utilized in a local industry. Reach out and see if you can shadow some worker bots with your camera for the day.

Photo by Cultura D943_129_121. Images are examples for illustrative purposes only.

There’s really no limit to what you can film with a 3D printer.

Though they seemed like novelties just a few years ago, 3D printers are becoming more commonplace. They’re popping up everywhere, from professional workplaces to educational public institutions like libraries.

There’s really no limit to what you can film with a 3D printer. Shoot them as they print different objects in different environments. You can film the machine at various stages throughout the process, from conception to completion.

Whatever subject you’re shooting for Dissolve, try to consider the technological factors that are affecting it. Whether you’re interacting with the latest home electronic gadget or embarking on an elite tour of a college science lab, there’s plenty of technological footage to be shot everywhere you go.

Footage by Monkey Business Images D430_22_279, HP Jet Fusion 3D Printer Spot (YouTube). Images are examples for illustrative purposes only.

SHOT LIST

ARTIFICIAL INTELLIGENCE

Autonomous/Self Driving Cars
Robotics (manufacturing, workers, etc)
Robotic arms
Robots helping people
Robots in manufacturing

BIO TECH

Testing
Lab experiments
Medicine being made
Tests - biology/medical

CLEAN TECH

Electric cars (charging & driving)
Power Plants
Solar energy (panels, etc)
Wind turbines

EVERYDAY TECH

3D printing
3D televisions
Cell Phones
Classroom Technology
Coding
Computers, laptops, tablets, etc.
Data center (server room, server farm)
Footage of Drones
Tech Startups
Video Chatting
Video Gaming
Web Design

FUTURISTIC TECH

CT Scans
High Speed Trains
Holograms
Hover boards
Facial recognition
Forensics
Rocket launches
Space shuttles

VIRTUAL REALITY

Cameras
Green Screen
People wearing and doing actions with Headsets

WEARABLE TECH

Eye glasses / internet capability
Smart watches
Wearable cameras

Footage by Wavebreak Media 987553. Images are examples for illustrative purposes only.

SHOOTING TIPS

Always be shooting. Submitting regularly expands the number of searches you have for content and helps grow your monthly revenues. Your new content will percolate to the top of new content, which makes your entire collection more visible.

Diversity. In any kind of footage that you shoot, always make sure that you are using diverse models in organic situations. Please read our Diversity Minibrief here

Most kinds of technology will have a logo on them. We cannot select any clips that show a name or logo so, avoid shooting logos at all costs. We advise covering it with the model's hand or a sticker that blends in.

Shoot from as many different angles as you can so there are many clips to choose from.

Make sure to obtain a signed model and property release. For those who don't want to use paper releases, we recommend Easy Release for IOS & Android.

If you're getting a property release for a location, also try to get an exterior establishing shot too (without company name signage).

Always ensure that your model is utilizing the technology as naturally as possible. Dissolve is not interested in overly "posed" or "acted" footage. We are looking for an authentic experience with the technology on display.

As previously mentioned, try to integrate technology into the footage you are already shooting. If that means shooting a cash transaction followed by a fintech transaction, do that.

Try and always shoot a portrait of your model on location staring into the camera

Shoot 4K whenever possible.

METADATA TIPS

Be specific when keywording your videos. Don't just say Technology — use specific words like Virtual Reality, Artificial Intelligence, Robotics, etc. to properly tag your videos

Even though Business and Technology go hand in hand sometimes, do not use the term Business unless it's a specific business and technology shoot.

When keywording your technology clips, please use the full name as well as the abbreviation or acronym it's known for Ex. AI, use both Artificial Intelligence and AI. Virtual Reality and VR. Fintech and Financial Technology etc.

Footage from *Next Is... Cleaner Energy* APS TV Spot (YouTube); Via Films 17A039_957 (back cover). Images are examples for illustrative purposes only.

Questions: **contributors@dissolve.com**
Submit: **upload.dissolve.com**

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