

	VO	On Screen
1	---	<p>Animated title (showing below the animation): “How to get bright real estate photos ... and the window’s view too”</p> <p>Animation idea 1: Briefly show the ‘Before’ photo (Gerrit’s photo at normal exposure), and then transformed into the ‘After’ photo (hdr merged photo)</p> <p>Animation idea 2: ‘Before’ and ‘After’ photos shown side by side with some animation to highlight the ‘After’ one</p> <p>Other ideas in the same vein welcome.</p>
2	A good camera will improve your real estate photos	<p>Animated title (showing below the animation): “A good camera will improve your real estate photos”</p> <p>Animation idea: The picture of a camera symbol appears, then the picture of a home symbol on its right, then an arrow on its right (together with a sound of a shutter release) and then the picture of photo frames of the home that are colorful and bright, and highlighted by the animation.</p> <p>Other animation ideas welcome.</p>
3	but have you run into this problem?	<p>Animated title: “but have you run into this problem?”</p>
4	You took an interior with bright windows	<p>Animation idea: A stylised room with a bright window and a real estate agent with a camera taking the photo. Alternatively, show just the room and the camera.</p> <p>Sound of shutter release (coming after saying the VO part)</p> <p>Other animation ideas welcome.</p>

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5	and you ended up with ... a photo where the room is too dark, and yet the window is blown-out.	<p>'Before' photo is shown</p> <p>A sound effect that expresses disappointment?</p> <p>Animation ideas welcome.</p>
6	Professional real estate photographers solve the problem with a technique that you can try too: Take 3 or more photos, each with a different exposure	<p>Animation idea:</p> <p>5 bracketed exposures (Gerrit's photos under this folder) are successively shown, with the sound of shutter release each time a new photo appears.</p>
7	... then load and merge them in Photomatix ...	Gerrit's 5 photos are dragged from a finder window into step 1 of the app.
8	... and voilà!	Step 2 window appears with Interior 1 preset and Shadows setting to a high value, revealing the resulting 'Gerrit' merged image.
9	You can try different presets if you like, and fine tune what you see	<p>The first preset is clicked, then the 4th preset.</p> <p>Tone Compression slider moved to the right.</p>
10	If you are uploading the image to MLS, you can crop it to the correct shape for an MLS listing.	<p>Crop rectangle is drawn on the image.</p> <p>MLS HI-RES is selected.</p>
11	Photomatix Essentials RE is designed for people new to photography. It's very easy to use and comes with integrated, step-by-step tutorials.	Step 1 window as help topics open up.
12	Try Photomatix Essentials RE today. The trial is a free download.	Web page is shown and the download link displayed.