

	VO	On Screen
1	---	<p>Animation: 'Before' photo shows, then transformed into 'After' photo. (use 'Before' photo here and 'After' photo here)</p> <p>Title (showing below the animation): "How to get bright real estate photos ... and the window's view too"</p>
2	You know that a good camera will give you high-quality real estate photos that sell.	<p>Animation idea: Cartoon figuring a DSLR camera and a house, all drawn black on white, then the camera takes a photo of the house (with the sound of a shutter release) resulting in a photo frame that is colourful and bright.</p> <p>Other animation ideas welcome.</p>
3	but have you run into this problem?	<p>Animated title (taking a large part of the screen): "But have you run into this problem?"</p>
4	You took an interior with bright windows	<p>Animation idea: Cartoon figuring a real estate agent in a living room with a DSLR camera and taking a photo of the room and looking happy. The room has a window with a sunny view out of it. The real estate agent character could be a man or woman, but I think a woman is probably better for the marketing purpose of this video.</p> <p>Sound of shutter release (coming after saying the VO part)</p>
5	and you ended up with ... a photo where the room is too dark, and yet the window is blown-out.	<p>Animation idea: A "real" photograph of the room (the 'Before' photo used in box 1) is shown and integrated in the cartoon. The real estate agent looks very unhappy and a sound effect is added to express disappointment.</p>

	VO	On Screen
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	Animation idea: Cartoon figuring a camera (or our real estate agent character using the camera) taking successively 5 bracketed exposures, i.e. 5 photos of the same scene, each at a different exposure (see samples in this folder), with the sound of a shutter release each time a new photo appears.
7	... then load and merge them in Photomatix ...	Animation idea: Cartoon figuring our real estate character going to a computer and connecting the camera to the computer. Then cartoon zooms in on the computer screen and will transition at this point to the 'live action' recording of the first window of the Photomatix Essentials RE app.
8	... and voilà!	Step 2 window appears with Interior 1 preset and Shadows setting to a high value, revealing the resulting merged image.
9	You can try different presets if you like, and fine tune what you see	The first preset is clicked, then the 4th preset. Tone Compression slider moved to the right.
10	If you are uploading the image to MLS, you can crop it to the correct shape for an MLS listing.	Crop rectangle is drawn on the image. MLS HI-RES is selected.
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.