Instant Demo Overview

The Instant Demo Zone at Forecast 2014 will allow attendees to learn more about cloud infrastructure solutions offered by Forecast sponsors and ODCA members. Attendees will access demo content through self-service Instant Demo kiosks and will be able to view videos and remote demo solutions, download materials, and request follow-up from providers.

Instant Demo participants will submit a video for the kiosk that showcases their ODCA aligned solution. The video must walk a user through the demo capabilities and benefits. We are looking for strong demo content, not high-level marketing material.

Requirements
• Demo video (MP4 format preferred)
• 2-3 pieces of marketing material (whitepapers, datasheets, etc.)
• Short company description (less than 75 words)
• Primary contact name and email address for attendee follow up

Deadline: Final material should be submitted by September 1. Contact Megan McQueen with any questions – meganx.mcqueen@intel.com.

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Guidelines for Video & Audio

Video - MP4
A codec is the format in which your video will be encoded. Different codec have different features and varying quality. For best results, we recommend using MP4.

Video Quality Guidelines
• Video output is to be well lit and should not appear dark on-screen creating difficulty in seeing the features of the subjects in the video.
• All shots are to be clearly focused and well framed.
• Video output is to be stable, not shaky.
• All titles or other text added to the video must be proofread for accuracy and proper grammar.

- Any additional graphics or animations should be professional, appropriate, and necessary for the message of the video. Graphics and animations must be clean, clear, undistorted and fit on the screen.
- All fade in/fade outs, effects, etc. should add to the message of the video and must be smooth, not abrupt or choppy.
- All dead air should be edited out, so the video is seamless from beginning to end.

Video Technical Standards
- Video Format: **MPEG (.mp4)**
- Aspect Ratio: Native aspect ratio without letterboxing (example: 16:9)
- **Resolution: High Definition video at either 1280x720, 1920x1080, or higher**
- Audio Format: MP3 or AAC preferred
- Frames per second: **Native frame rate. 24p, 25p or 30p**

Video Upload Options
Video that matches above guidelines can be uploaded to:
- A file hosting service. Our team will download the video file, based on your instructions and embed.
- As a YouTube HD Video

Audio Quality Guidelines
- All audio should be consistently audible throughout the length of the video.
- All audio files should be clearly understood through the length of the video.
- All audio files should be free of background noise, breaks, skips, hissing, etc.
- If there is more than one speaker, neither speaker should be noticeably louder than the other.
- Intentional background audio should be well-balanced with the primary audio.