

Photo Memory Video Preparation Guide

Organizing your photos for your Photo Memory Video is not difficult, but it does require some planning. Only you know the story you want to tell, and only you know the important events and people in your story.

We suggest that you follow these four simple steps.

1. Determine your objective.
2. Organize your photos.
3. Select the songs.
4. Choose titles and picture captions.

1. Determine your objective.

Where will your Photo Memory Video be played?

What you will be using your video for will go a long way toward determining the objective. Is your video to be played at a special event, such as a wedding reception or retirement party? Or, is your video a gift, such as to grandparents? Does the video have one main subject (for example, your son for a Bar Mitzvah party), two main subjects (for example, the bride and groom) or multiple subjects (for example, your family). Write your objective down. If you keep in mind why you are doing the video. That will help tremendously as you sort through your pictures.

What mood?

Also, think about how you want your audience to react. Do you want humor or sentiment or both? Do you want your video presented in chronological order, or by theme? Think about this and write your ideas down. It will help as you organize your photos.

What playing time?

Finally, determine the length of your video. Is this to be a family keepsake? If so, you may want a longer video. On the other hand, if your video is to be played for a large audience, such as a wedding reception, you will want to keep it fairly short.

2. Organize your photos.

Once you have determined your objective, organizing your photos will be easier. Put your pictures in the order you would like. Use Post-It[®] type stickers to number each picture. We suggest you use the small, round stickers rather than full-sized notes to help avoid stickers coming off your picture. Write the number on the sticker before you put in on the back of the photo. Avoid writing directly on your photos, since even writing on the back can put a crease in the photo. Number your photos from the beginning to the end of your video in sequence. If you need to add photos between two that are already numbered, use letters (e.g. 23a). If you reshuffle your pictures so that a number is not used, insert an index card with the unused number so we will know there is not a picture missing.

Divide your pictures into the sections of your Photo Memory Video. You can use a variety of techniques to bookmark your sections. You can simply use an index card, or you can use a Post-It[®] note, or you can put each section into a separate box, zip-up plastic bag, or other container.

3. Select the songs.

The mood of each section of your video (sentimental, humorous, fast-paced) should be matched by the tempo and style of the song for that section. Meaningful music to either you or your guest(s) of honor should be high on the list. The length of the music is important. If you've chosen one of our 50 photo packages, you might not want to choose the long 9 minute version of "Sunrise, Sunset." While we can keep the pictures on the screen for whatever time it takes to fill the time, your audience will start to lose interest if pictures are on screen for more than 8-9 seconds each, and a faster pace works much better. We are in the MTV age. Sentimental videos should be in the

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range of 5-8 seconds per picture, and upbeat videos should be in the 2.5 to 6 seconds range. We can help you with your music selection to better match your music length to the number of pictures you have chosen.

This table might give you some helpful guidelines for the number of pictures per minute of the songs you choose.

Sound Track Play Time (min)	1 min	3 min	3.5 min	5 min	10 min	20 min	30 min
Mood							
Sentimental (5-8 sec/pic)	8 to 12 pics	23 to 36 pics	26 to 42 pics	38 to 60 pics	75 to 120 pics	150 to 240 pics	225 to 360 pics
Upbeat (2.5-6 sec/pic)	10 to 24 pics	30 to 72 pics	35 to 84 pics	50 to 120 pics	100 to 240 pics	200 to 480 pics	300 to 720 pics

If you would like some suggestions for songs to use, please contact us. We have a list of songs that have been successful in a variety of Photo Memory Videos in the past. We also suggest you ask your main subjects for some of their favorite songs.

If your desired song's playing time does not match the number of photos you want to use, we do offer sound track editing as an optional service. We can lengthen or shorten most songs to some degree. This service is available as an optional feature on all packages. This service will lengthen or shorten the songs by repeating the chorus, repeating a verse, or editing other natural breaking points in the song. For example, a 4:00 song may be lengthened to 4:15 by repeating the chorus, or shortened to 3:10 by deleting one verse. Our audio editing will make these kinds of edits virtually unnoticeable to your audience. We price this service by "edit point." The number of edit points needed will depend more on the phrasing of the song than on the amount of time you want to add or remove. At your request, we will analyze your song and give you a quote at no charge.

Use the *Song Selection Form* on the *Forms* page of our web site to specify your sound track.

4. Choose titles and picture captions.

Each of our packages includes an opening title, a closing title, and picture captions. You can specify anything you wish on these titles. Typically, the opening title is descriptive of the main subject and the closing title is a kind of send-off or final wish. For example, for a retirement party, the opening title might be something like "A Life to Remember" and the closing title might be something like "Congratulations and Best Wishes, Steve!"

You can use the picture captions either as separate title screens to divide your Photo Memory Video or you can add a caption to a picture. Gold and higher packages have no limit on the number of these you may specify. Picture captions can be straight, informative captions, humorous captions, or even "cartoon bubbles" putting words in someone's mouth.

Use the *Title and Captions Form* on the *Forms* page of our web site to specify your titles and captions.

On those packages that include DVD chapters, you may also specify a title to begin each chapter. Use the *DVD Chapters Form* on the *Forms* page of our web site to specify your chapters.