

SEGMENT: General Audio Tour Stop 11  
COMPANY NAME: DJI then GoPro,  
CATEGORY: Hollywood Quality/Enterprise Prices  
HALL: Center  
BOOTH NUMBER: C5209, then C6537

Never before have so many people had so many high-end shooting options for so little money. At one time there was a sharp divide between the kind of shots you could achieve on a Hollywood feature film budget and the shots you could achieve on any other budget. Aerial shots, jib shots, cranes, sliders, slow motion, these were once techniques confined to Hollywood blockbusters and very exclusive film schools. Now independent filmmakers, enterprise video creators and online video pioneers rejoice! You have access to new equipment that brings the prices down to a whole new level.

Take aerial photography. In the past, aerial photography required that you hire a pilot, rent a helicopter and an aerial rig including a gyroscope and secure a very experienced shooting team for the day. The costs involved in securing that fabulous shot could run to tens of thousands of dollars. Even feature films and prime time television shows often had difficulty justifying the expense in their budgets.

If you didn't have the budget for a helicopter, you had a few other choices. You could hire a company to pilot model helicopters with cameras mounted on them. Some of you who have been going to NAB a while might recall the epic parties that used to be hosted by one such company known as the "Flying Pig Ranch". They had two main model helicopters named Pork Chopper 1 and Pork Chopper 2. The other option was to try to find what you wanted in stock footage.

Now, you can pair multiple propeller drones with a lightweight camera and tiny gyroscope to capture aerial footage for a mere fraction of what it used to cost. Here in the DJI booth #C5209 if you dig in we can promise you'll have a good time and might even get your wings. You can see some amazing multiprop drone systems available for less than \$2,000. The trend towards smaller and more lightweight camera systems lets you take to the air. Some of these systems have integrated cameras and some are designed to include a GoPro™ camera. Along with its low-priced packages, DJI also carries higher-end aerial photography gear including multi-rotor flight controllers, GPS systems, Bluetooth data links and landing gear. DJI is also evidencing another growing trend you'll see here at the show—the convergence of professional and prosumer video production gear and cell phones or tablets. Check out DJI's powerful Ground Control System, which can be controlled on your PC or your iPad. The ground station allows you to plan your flight, set up automatic takeoffs and landings, monitor your flight in real time, and set up automatic flight and return back to base with the single push of a button.

All the fun stuff flying and whizzing around in the DJI booth may leave you making your list for Santa Claus. As fun as this feels, these are more than just toys. Take a look at the amazing and professional aerial footage on display here in the booth. (You can see more at [www.DJI.com](http://www.DJI.com).) If you aren't feeling up assembling and learning to fly your own drone, and who isn't, other options are available to you. You can rent an aerial drone package including the drone, camera, batteries and one or two experienced operators for just a few hundred dollars. If you simply want to use stock footage, you can take to the web instead of the skies thanks to the explosion of online video and the unbelievable

proliferation of stock footage and stock audio services. Lower pricing of camera gear allows stock footage houses to produce more and better content than ever before. Since there are so many content developers out there buying stock footage, an economy of scale means prices have dropped dramatically. The result? You can now purchase royalty-free HD stock footage for as little as \$5. While you're here at the show, you might want to check out Pond 5 at (#SL8727) and Shutterstock (SL14813) over in the lower South Hall. Or check out Video Blocks here in Central Hall at (C12031) where they are offering unlimited downloads of royalty free stock footage, audio, After Effects templates and more for a subscription fee of less than \$50 per month. In fact, you can try your first month with them for free if you sign up at [www.videoblocks.com](http://www.videoblocks.com). Wondering how these guys can offer stock footage at such low prices? The answer is simple—volume. Videoblocks boasts over 19 Million downloads to date and average over 20,000 every 24 hours.

High volume sales are also behind the extremely low prices you'll see over at the GoPro booth. Just take a short walk down the aisle to C6537. Here you'll see GoPro's new Hero3+ Black camera capable of shooting up to 4K resolution at up to 12 megabits per second all for under \$400. The camera can capture video at low light levels and is the most portable GoPro camera yet—20% smaller than its predecessor. It features built in Wi-Fi and a handy Wi-Fi remote control. You can also use your iPhone or Android phone with the GoPro App to control your camera, frame your shots using the live preview function, play back videos once you've shot them, store your videos and share them instantly via Facebook or Instagram.

Often in video production, the tripods, gimbals, sliders, gyroscopes and mounts can cost considerably more than the cameras themselves. GoPro takes an interesting approach to this problem by using the human body as the gimbal, slider, gyroscope, jib, crane and aerial rig. GoPro also tracks nicely with the meta-trend of wearable technology. The variety of mounts allows you to clip your camera not only to your bicycle, car, skis and surfboard, but also to your chest, head or wrist. Other low priced yet more traditional mounts, sliders and rigs are available nearby at the VariZoom Booth at #C8230.

Having fun? Good, let's go just down the aisle to our final stop-- the Schneider Optics booth #C9035.