



**LIGHTS, CAMERA, ACTION!
JUST LIKE OLD TIMES,
NOW MADE NEW ...**

The Online world has moved on.
Are you ready to step into the
Spotlight - to enjoy greater business
success with New-Next Video?

This Article also appears in LinkedIn, Green Screen Queen

The Online world is *visual* and *Video* done well, can deliver notable business success by virtue of the important **digital touch-points** that it ticks along the way. The ubiquitous Green Screen that has been the essential Go-To over decades was a cumbersome, crease-laden, time consuming resource. So how does the modern day Green Screen become the Game Changer, as we enter this **Visual-Age** and more Corporates, Content-Producers, and Unboxers engage the services of Audio-Visual Specialists to create their Home and by extension, Corporate AV Studio?

*To answer the question, let's consider where
and why the demands are originating.*

The New World Order, courtesy of the many Lock Downs during the Pandemic has helped to familiarise many more Users with the need for personal Show Reels, Social Media marketing, Live Streaming and so on - all of which rely heavily on Video content to create an authentic personal engagement. From the cocooned world of the Home Office to the broader Online world 'out there' the *Show must indeed go on ...*

This confluence of technology and greater ease of use towards 'Plug & Play' has ushered in a far more accessible world of Creativity, to a much broader market than ever before. It now includes and is influenced by, Unboxing, Content Creation, Vloggers, You Tube Channel Influencers and, regular Movie Makers who dread the old time Green Screens.

As a result, the need is now for easier-to-use Tools (Vid-Cam hybrids, Smart Phones, Drones and the like) and Equipment (such as a non-crease, no drama, portable Pantone Green Screen, for a start). Many of these new Users have a different agenda, they're non-photographers as such. They want to focus on the professional outcome of the Content and all that that calls for. It's a fiercely competitive environment with significant financial rewards given the sheer quantum of Followers and Potentials on the Internet. Front-Runners are handsomely rewarded.

Live Streaming is gaining in popularity as newer devices upload video content to several different channels *simultaneously*. An evenly lit, non-reflective, taut Green Screen with a specific Pantone Green will make Live Streaming an absolute breeze. Furthermore, from this vantage point the creative potential of the versatile Green Screen becomes in effect, a '**GSQ Virtual Billboard** for one's *personal and business Brand!*' Fasten your seatbelts for this one: *It's Prime Real Estate, and you are at the centre of your Viewer's attention.*

*There is no more ghosting, morphing or
ghastly apparition surprises.*

The **Green Ghost-buster (GGB)** referred to above deals ever so effectively with that gremlin. It is primarily effective in ZOOM where you can tick the Block somewhat triumphantly "I HAVE a (decent, effective DOK) Green Screen!" as you sit resplendently inhabiting your personal Online Brand: logo, tagline and all, at the *Centre* of your Viewers attention!

Other Online Meeting platforms are mired in algorithms (and gremlins) and will never provide crisp, clear Virtual Billboard branding quality. Aside from that, computing power is more needed for the meeting itself. However, Personal Online Branding in the New-Next *will rise to prominence*. And why ever not?!

The Online world continues moving at its relentless pace, fuelling the need for creativity and ongoing innovation to harness the success of the New-Next.

The modern day Green Screen establishes a *Creative Paradise within our Homes*. With its crisp, clear digital clarity it's a Game Changer of note - restoring one's Dignity, professional Online appearance, Personal Brand, Privacy and even Security, right from within the Sanctuary that was once called *Home-sweet-Home*. Imagine if it was easier?! Well, actually it is. *Try it for yourself, it's that easy!*

Read more at www.greenscreenqueen.co.za under the various Tabs.

