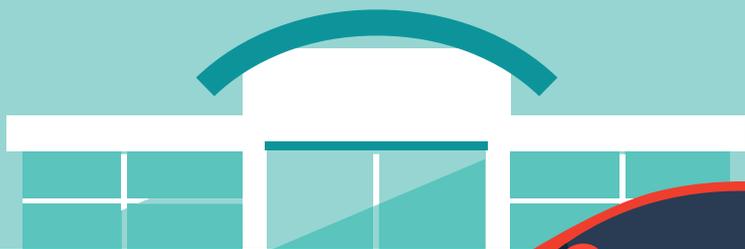


Carzone



Vehicle video guide

Vehicle video walkaround

Why video?

As well as using lots of images to help create desire amongst customers, today's most successful retailers are embracing video. Not only does it give consumers a detailed view of your stock, it also builds all important trust through transparency. It also helps to present your dealership in a professional way. In this step-by-step walkaround guide, we'll share best practice on how to create stunning videos of your stock, and show you how video can help you stand out in an increasingly complex and competitive market.

Key points

- 1. Location, location, location:** Ensure the location chosen for the video walkaround is free of any distractions and clutter.
- 2. Stay consistent:** It is good practice to use the same location for every video to ensure consistency.
- 3. Use a neutral backdrop:** Ensure the vehicle has the most neutral area of the location behind it when in the front three quarters position.
- 4. Make it look its best:** Ensure that both the exterior and interior of the vehicle is clean, in a suitable condition with no visible signs of damage and all pricing and point of sale material has been removed. Remove paper mats and any other distracting items from inside the vehicle.
- 5. Follow interior best practice:** Ensure that the steering wheel is straight, all air vents are facing the same way, the seats are aligned and any screens are switched on and displaying either a main menu screen or map. Avoid displaying local radio station settings on the screen. Best practice is to display the same screen setting for every vehicle.
- 6. Avoid reflections:** Ensure all windows are down – this will enable the camera to capture interior detail during the video walkaround and also prevent any reflections of the videographer being shown in the glass as they move around the vehicle.
- 7. Keep the wheels aligned:** Straighten the front wheels – if including a view of an alloy the image on screen should look the same as a still image of the alloy.

Beginning the walkaround

The objective of a vehicle video walkaround is to create a moving representation of the vehicle which replicates the key still images that are taken during normal photography. Because the video moves both around and inside the vehicle it enables much greater interaction than still images alone.

- Each key feature of the vehicle should be demonstrated during the walkaround.
- 'Hold' the image for a second to show the key features during the walkaround. Count 2 seconds for interior features and 1 second for exterior features.
- Imagine the customer has a live link to the video you are taking and use the walkaround to show the key exterior and interior features.
- The key features of a vehicle are exterior and interior views.
- Avoid moving too slowly between showing an exterior view and interior view - the objective is to demonstrate both the exterior and interior features - the movement from exterior point to interior point should be done at a steady pace and be smooth but is of no interest to the customer.
- Take care to ensure that the camera movement is smooth and steady when moving between points of interest. Avoid sudden sharp movements when moving the camera from feature to feature.



The complete walkaround should take 1 minute in total

Starting from point A, as mapped on page 9, follow the guide below to create your perfect video.

1



Front three quarters view

- Ensure all windows are down.
- Frame the vehicle on the camcorder /phone screen in the same way as when taking a front three quarters still image.
- Frame as illustrated.
- Press record and hold for 1 second to show this view of the vehicle.
- Walk towards the driver window to capture the next view – the front seats.

2



Front seats view

- Hold the camcorder/phone still for 2 seconds framing the front seats as illustrated.

3



Driver interior view

- Pan the camcorder/phone around smoothly following the line of the bottom of the passenger window sill, keeping the screen level. Come to a stop for 2 seconds when the dashboard is framed as illustrated.
- Take care not to include any of the rear view mirror in the frame.
- Walk backwards to frame the rear three quarters exterior view.

4

4



Rear three quarters view driver side

- Stop moving backwards when the rear three quarters exterior view is the same as the image illustrated.
- Hold the view for 1 second.
- Walk sideways smoothly towards the centre of the rear of the vehicle keeping the top of the camcorder/ phone screen level with the top of the vehicle's roof.

5



Rear view

- Stop when the vehicle is framed as illustrated.
- Hold this view for 1 second.
- Continue walking sideways to show the rear exterior three quarters view from the passenger side.

6



Rear three quarters view passenger side

- Stop when the vehicle is framed as illustrated.
- Hold for 1 second.
- Begin moving towards the rear passenger window keeping the camera straight and pointed towards the open window.



7

Rear interior view

- When you have reached the open window turn the camera so it is facing the driver's side rear window. Hold this view for 2 seconds.
- Turn the camcorder/phone towards

the backs of the rear seats and hold this view for 1 second.

- Take 2 steps backwards and turn the camcorder/phone so it is facing in through the passenger front window.



8

Passenger front interior view

- Frame the interior dashboard as illustrated taking care not to include the rear view mirror.
- Hold this view for 2 seconds.



9

Front seats passenger side view

- Pan the camcorder/phone following the line of the bottom of the driver's window sill to show the front seats from the passenger side.
- Hold the view as illustrated for 2 seconds.

- Walk backwards lifting the camcorder/phone over the wing mirror and lower the screen until it is facing the passenger side front alloy wheel at the same height as the centre of the wheel.

10



Alloy wheel

- Frame the wheel as illustrated ensuring the whole tyre is included.
- Hold this image for 1 second.
- Stand up straight again and walk backwards turning to face the

vehicle to show the front three quarters view.

11



Front three quarters passenger side view

- Continue walking backwards until the vehicle is framed as illustrated.
- Hold this view for 1 second.
- Walk towards the centre of the front of the vehicle keeping the screen level with the top of the windscreen.

- At this point ensure that you are ready to press the video record pause button to avoid any additional movement when the walkaround has been completed.

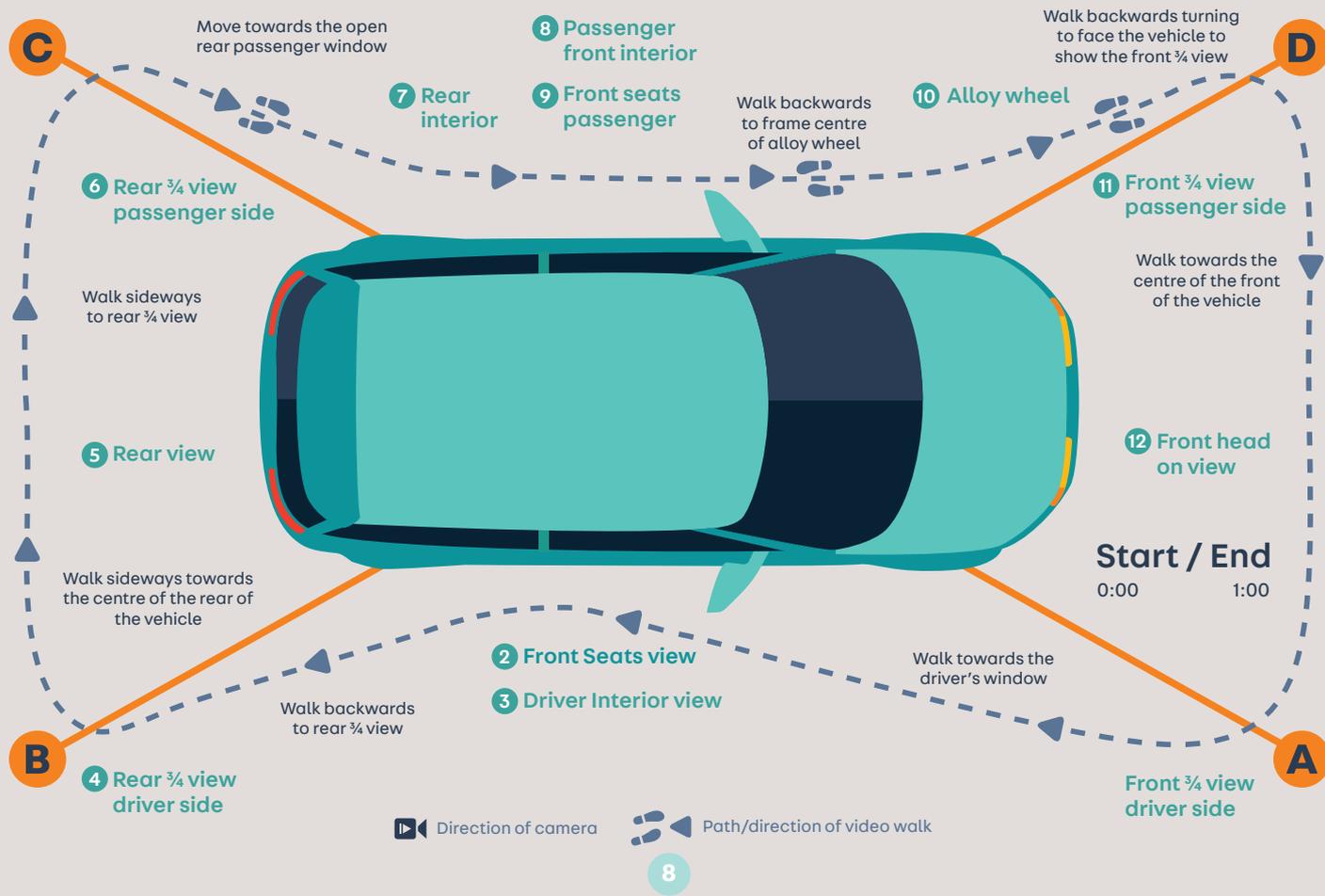
12



Front head-on view

- Stop when the vehicle is framed as illustrated.
- Hold the view for 1 second then press pause.

A video walkaround: step-by-step



Vehicle video devices

Devices	Video quality	Lens angle of view	Handling	+ Advantages / - Disadvantages	Optional extras
Video camcorder	Good quality sharp HD videos. Built-in image stabilisation is effective	Wide enough for interior views	Easy to use although set-up menus can be time consuming to navigate through	<ul style="list-style-type: none"> + High quality videos due to large sensor + Good battery life + Good sound quality - 1 minute video can be up to 250MB in size. - Can take time to upload depending on wifi signal strength 	Camframe - supports camcorder to enable smoother panning and more professional looking results
Mobile phone	Higher end devices can produce good quality videos -especially those with built-in optical image stabilisation (OIS)	Wide enough for interior views	Higher end devices have voice activated video control which is useful but some devices are record start only and not stop	<ul style="list-style-type: none"> + Easy to use and upload videos + Sound quality is good - Image quality can be noisy and focusing struggles in low light areas e.g. rear interiors with tinted windows or videos taken inside in insufficient lighting - Screen can be difficult to view in bright daylight 	Electronic gimbal - provides good stabilisation to mobile devices Additional microphones can be plugged in
Tablets	Capable of producing good video quality	Angle of view in video mode can be narrow therefore difficult to include all of interior features required whilst inside the vehicle	Location of start and stop record button means it can be difficult to hold steady at the beginning and end	<ul style="list-style-type: none"> - Large screens can reflect too much light and be difficult to view in daylight - Most have image stabilisation built-in to the software which produces poor results compared to optical image stabilisation 	Tablet camera steady mounts Additional microphones can be plugged in

Uploading your video to YouTube

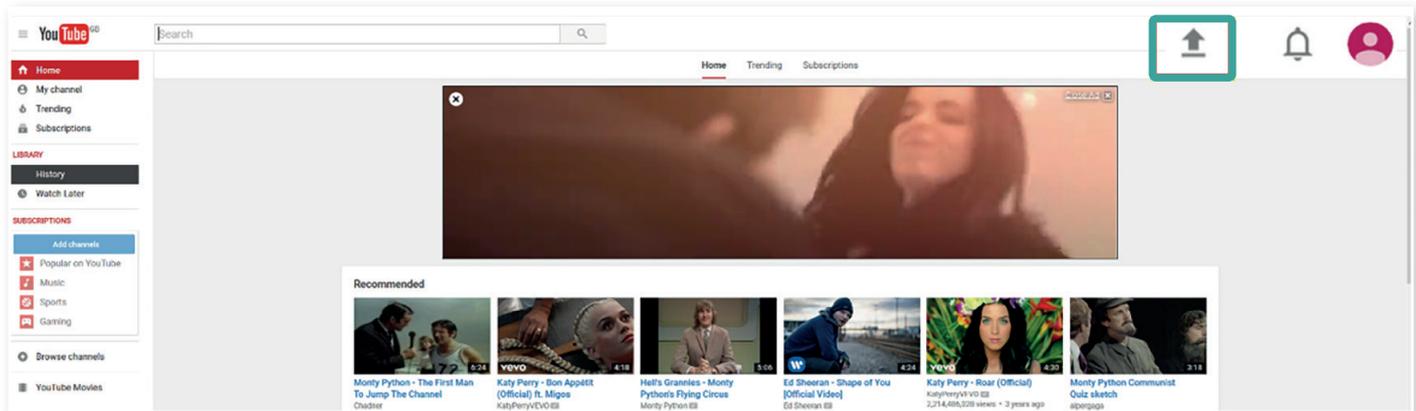
To add your video to Dealer Portal, you'll first have to upload it to YouTube to create a link. To do so, follow the steps below.

Firstly, **create a Google account:** <https://accounts.google.com/SignUp>

Sign into YouTube: <https://www.youtube.com/> using your new Google account details.

Before you can upload a video you need to **create a Channel:**
<https://www.youtube.com/upload>

Click the Upload button (highlighted below) and choose your file. Ensure you select the public video option.



Once the video has uploaded, fill in the description and the tags that you want it to be searchable under (e.g BMW 1 series, company name etc.) and press **'Save changes'**

The screenshot shows the YouTube video upload interface. At the top left is a video thumbnail showing a water bottle on a table. To its right is the title "Test Video" and a "Save changes" button. Below the title are "Share", "Embed", and "Email" options. A row of social media sharing icons (Facebook, Twitter, Google+, Blogger, Reddit, Tumblr, and VK) is visible. A text box contains the URL "https://youtu.be/-8vbYrTr0jk". Below this are tabs for "Basic info", "Translations", and "Advanced settings". The "Basic info" tab is active and contains a title field with "Test Video", a description field with "Video of Mercedes-Ben Vito Van on sale by Mr.Dealer", and a tags field with "Mercedes-Bens". To the right of the description field is a dropdown menu set to "Public". Below the "Public" dropdown is an "Also share on" section with a checkbox and a Twitter icon. A message box says "Add a message to your video" with a person icon and a text input field. At the bottom right is a "+ Add to playlist" button. On the left side, under "Upload status:", it says "Upload complete!" and "Your video will be live at: https://youtu.be/-8vbYrTr0jk". Under "Video / Audio quality:", there is a star icon and text: "Your videos will process faster if you encode into a streamable file format. For more information, visit our Help Centre." At the bottom, there is a "VIDEO THUMBNAILS" section with three thumbnail images.

Test Video Save changes

Share Embed Email Some changes have not yet been saved.

<https://youtu.be/-8vbYrTr0jk>

Basic info Translations Advanced settings

Test Video

Video of Mercedes-Ben Vito Van on sale by Mr.Dealer

Mercedes-Bens x

Public

Also share on

Add a message to your video

+ Add to playlist

VIDEO THUMBNAILS ?

This will then create a YouTube link.

This link can then be copied into Dealer Portal and saved.

Your video will appear online within 30 minutes.

The screenshot displays a car listing management interface. At the top left, there is a small image of a car's dashboard and the text "Car" followed by "RELIANT, ROBIN. Test advert only" and "Reg: 00D11". On the top right, the price is listed as "€ 10,000", with "100000 Miles" and "last updated: 06/12/2017 at 13:06" below it. A left-hand navigation menu includes "Vehicle Details", "Vehicle Specification", "Images" (which is highlighted), "Vehicle History", "Description & Features", and "Stock Management". The main content area is titled "Add up to 20 images" with a sub-note: "For best results, we recommend your images are landscape". A blue "Add Images" button is located in the top right of this section. Below the title, there is a grid of 18 image slots. The first slot is labeled "Primary Image" and contains a thumbnail of the car's dashboard. The remaining 17 slots are empty. Below the image grid, there is a "YouTube Video" section with a text input field containing the URL "https://www.youtube.com/watch?v=FIQybAnneNk". At the bottom right, there are two buttons: "Preview Advert" and "Save".

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