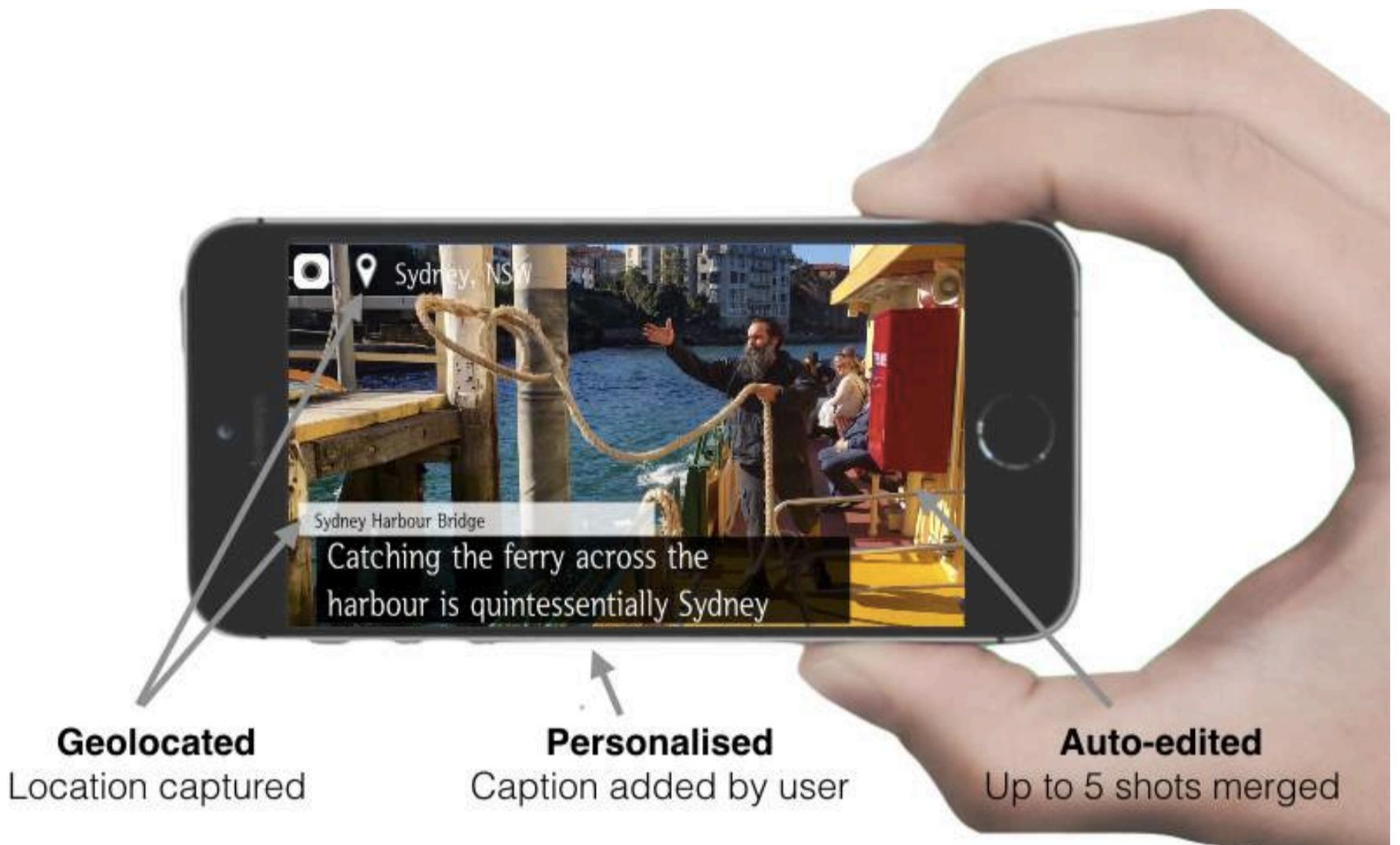


A guide to the Vloggi app

How to make great travel video blogs with Vloggi®



What is Vloggi?



Video storytelling 10 seconds at a time

Vloggi is a very simple video capture app that allows anyone with an iPhone* to easily capture moments of their travel.

Think of each Vloggi as an entry into a video diary. One entry for little things, many for big.

Each Vloggi is 10 seconds long and can comprise up to five separate shots. A caption added by the user is automatically overlaid, in addition to the location details.

These 10-second vignettes are easy to make on-the-go and upload as you travel.

The videos can then be combined and branded by organisations and companies for re-use as themed short films in their marketing. And when they do, you get paid.

Vloggi projects allow people to work together on collaborative video blogs.

One touch

Tap to record, tap to pause

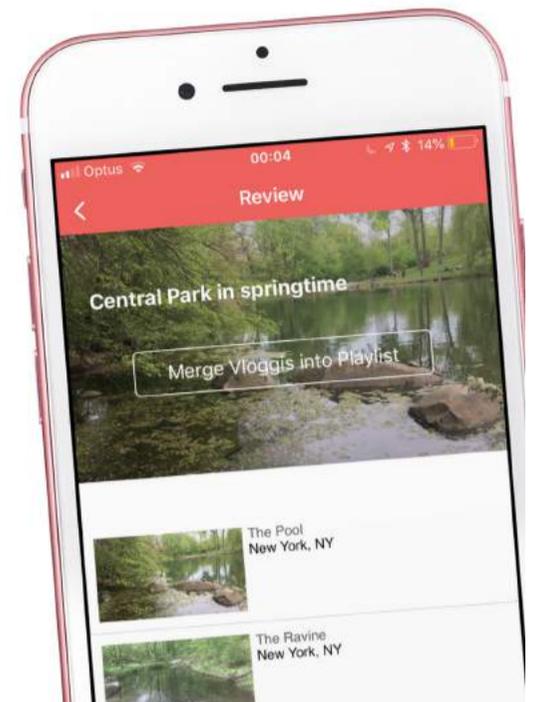


Easy captioning

Overlay your words

Easy playlists

Merge vlogs together



How to use the Vloggi app

In the Vloggi app we've included a tutorial walkthrough to help you make your first Vloggi. If you skipped it, you can find it in the settings or use the guide below.



Step 1. Download Vloggi from the Apple App Store.

Search for "Vloggi". It should be the one with the big red button icon.



Step 2. Create an account and allow location services. Because Vloggi automatically adds place names and business locations to your vlog.



Step 3. Point and shoot. Rotate the phone to open the Vloggi camera. Find an interesting place to film and press the red button to capture a few seconds.



Step 4. Tap to record, tap to pause. All Vloggis are 10 seconds, but can include up to 5 shots. Press the red button to start and press it again to pause.



Step 5. Add a caption. Videos tell the story better than images, but a few words help to complete the storytelling. Tell the audience what makes a place special.



Step 6. Merge together the best ones into playlists. Once you have shot a few Vloggis, pick the ones you like and add to a playlist. Then merge.



How to make great Vloggis

With Vloggi we reward content creators. You'll earn at least US\$10 per 10 second clip and more if the video is used commercially. To increase your chances of earning money from your Vloggis, here's a few simple tips.



Try, try, try again and try one more time. The more you make, not only the better you become, but the more likely it is that someone will like your content.



Compose your first shot well. Because your first shot becomes the thumbnail potential customers see, frame your establishing shot as you would a photo.



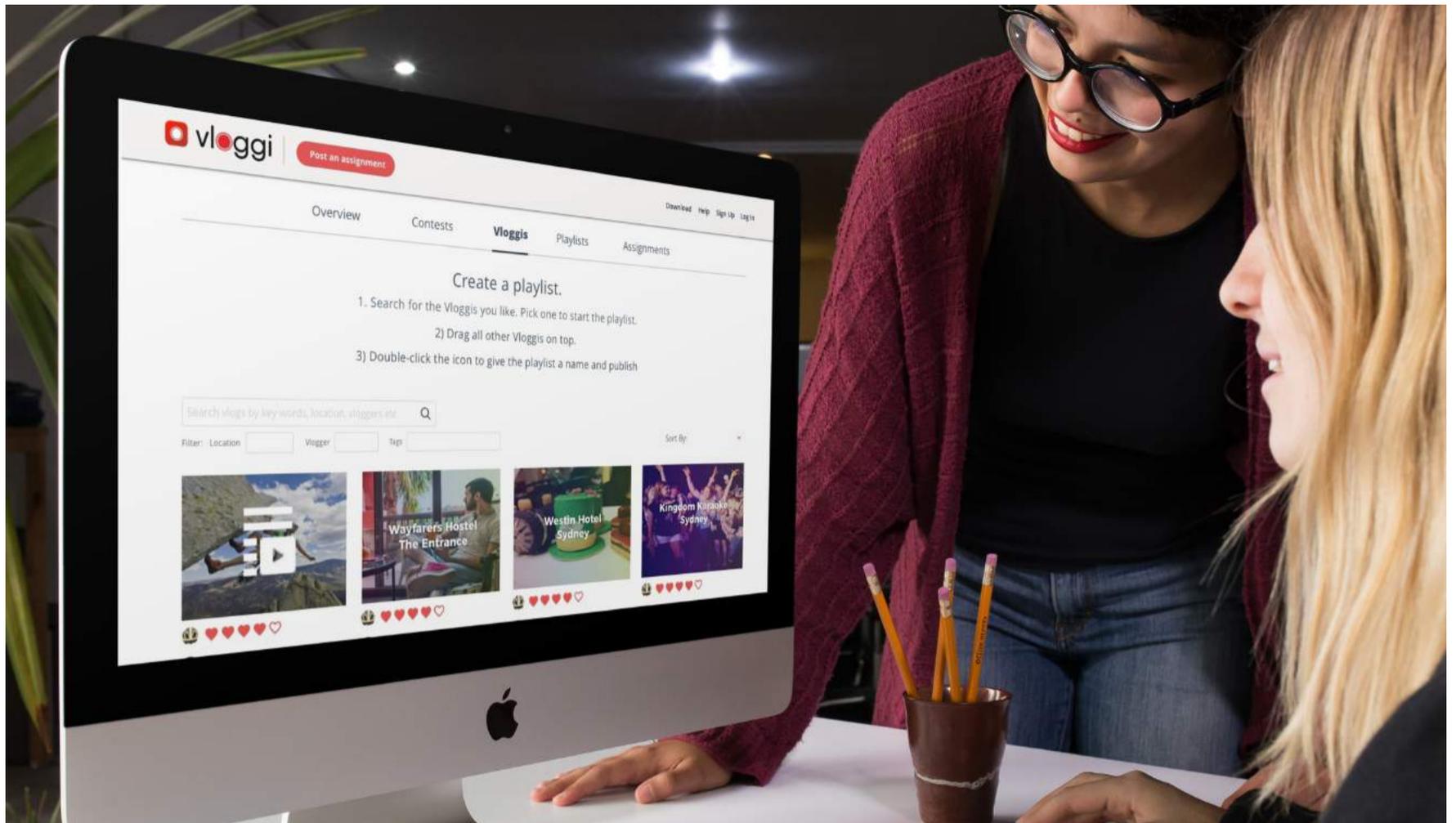
Capture movement. There is no need to move the phone around. Instead, look for people, trees or vehicles moving to bring your shot to life.



Combine multiple angles. Capture the same thing from different angles. It's how TV works: 3 seconds here, 3 seconds up close, then maybe a wide angle.



Caption in your own words. The on-screen text transforms your video into a video blog. You can edit later by logging into vloggi.com/curate



How organisations can use Vloggi

The Vloggi app is connected to the Vloggi desktop video publisher, allowing businesses to assemble, brand and license video content easily and cost-effectively. The cloud-based video system at vloggi.com replaces editing with a simple video playlist compiler*.

*Version 2 launching mid-2018



Promote to your fans. The more you promote your project to your fans, followers and ambassadors, the more content you'll have to choose from.



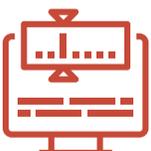
Remix it your way. Upload your logo, fonts and colours to create a Vloggi Brand Pack. Ensure branding consistency across your social platforms.



Add a prize. Every Vloggi licensed will earn the vlogger royalties, but to add extra incentive, add complimentary product as a prize for contributors.



Reuse and recycle. Use the same content multiple times. Use 10 seconds as snackable content on social, create a 30-second infovideo or a 2 minute promo.



Send the best pro. Although the Vloggi desktop video publisher does a lot, for the really good stuff we recommend you download the footage and use a pro.

Frequently asked questions about Vloggi

What is Vloggi?

Vloggi is the first collaborative film production platform. It combines a simple video capture app with a desktop video publisher to create unique video content.

How does Vloggi work?

Anyone can start a video project, anyone can create 10-second Vloggis and anyone can curate the content together. Brands can then license the ones they like and we pass on the royalties to content creators.

Who is behind Vloggi?

Vloggi is operated by Ciné Souk Pty Ltd, a Sydney-based company founded by former travel journalist and tourism executive Justin Wastnage. Contact him via email at jw@vloggi.com

How do I make money?

All video content is licensed at the time of creation. Vloggers receive at least 50% of all royalties we collect from customers. The licence fees depend on usage and whether it's used in a commercial context.

How much do you pay?

Our basic rates are A\$12.50 (≈US\$10) per 10-second Vloggi, rising to A\$125/US\$100.

How do I get paid?

Enter your Paypal details in the app and hit redeem. Payment is within 5 days.

How can I edit my Vloggi?

Once uploaded you cannot edit the video, but you can edit the caption. Head to vloggi.com/curate, log-in and edit the text.

What if I can't caption quickly?

Save the Vloggi to drafts and complete later. There is also a wifi upload queue.

Do I have to film in your app?

Yes. In order to keep all videos within our content management system and to make them as indexable as possible by search engines, they are in a standardised format.

Is there an Android version?

At the moment Vloggi is only available in Apple iOs. Android version coming soon.

Will I need editing software?

No, you won't need to worry about editing. Our app captures, compiles and captions.

Can I film people?

Yes, so long as they are in public places.