



Every Wedding Has A Story...
Let Us Tell Yours

Broadway
wedding films

954-741-2345
Broadwayvideo.com

Benefits of Broadway's Two Camera Coverage

Weddings of Fifty or Five Hundred guests deserve two camera coverage. Now, let's not be confused by a camera on a tripod: At Broadway, our cameras are each operated by an experienced professional. As you watch the samples on our website, notice the shots that give you the **WOW** factor. Typically, these moments are from the camera two perspective. As a general rule, camera one documents the action, while camera two documents the reaction; or the overall vibe of the setting. Let's take a look at the benefits of having two cameras.

Getting Ready

As camera one captures the pre-ceremony moments with the Bride, nothing will pass you by during this exciting time. Camera two documents the moments the Bride is unable to see. From capturing details, to the flowers, shots of your venue, your guests arriving, and more.

Guests Arriving

While camera one stays with the Bride and Groom, camera two captures the moments you are not seeing; from shots of the ceremony location, to the smiling faces of your family, friends, and guests as they arrive.

Ceremony

With a single camera, we are forced to position ourselves next to the Officiate so that we can see your expressions. This will capture what happens during your ceremony, but only from one perspective. With two cameras, during the ceremony you will get engaging images from your guests perspectives. You'll see your Grandparents sitting in the front row, creative, wide shots showing the elegance of the room, etc. Imagine seeing your loved ones, friends, and family enjoying your ceremony. Most importantly, after your big kiss, camera two will be ready for your emotional walk back down the aisle as Husband and Wife.

Post Ceremony—

This is the hardest part of the day for your producers.

First, we capture you sharing hugs and kisses from your loved ones. Next comes the photo session with your families. Afterward, we document your friends and family congratulating you during cocktail hour. Finally, we show you the details of your reception area; we need approximately 20 minutes to do this professionally. With a second camera, you can see how this helps tell a more complete story of your wedding.



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Benefits of Broadway's Two Camera Coverage (continued)

Introductions, First Dance, Specialty Dances

You'll notice as you watch our samples that the length of the majority of our edits are short. The reason for this is that when you are dancing, it's not fun to watch boring and unimportant moments. With our two camera coverage, you will see different angles during this special time of your wedding day.

Dinner Montage

At Broadway, we feel that it's important to capture that special time of the evening when you are greeting each table to say your hellos. But, if fun and crazy dancing is also going on, you will miss this with single camera coverage.

Toasts & Speeches

With camera one dedicated to the person presenting your toast, Camera two is busy capturing your tears of happiness, as well as the reactions on the faces of your family and friends. This preserves the overall feel of this special time. This is by far your most important benefit of having a second camera. Remember, if you **ONLY** have single camera coverage, you will **ONLY** see the person giving the toast. This tends to become boring to watch after several minutes of looking at the same person.

Dinner

When it comes time for you and your guests to eat, it is also time for your producers to eat. With two cameras, one camera will always be ready to capture your event in order to avoid missing an unplanned spontaneous event (such as a toast or dance).

Cake, Garter, & Bouquet

Again, having the second Camera perspective adds excitement to these moments, rather than if you only had a single Camera concentrating on you directly. With two Cameras, one Camera is always on the you, while the second Camera is concentrating on your parents reactions, bridal party, guests and much more.

The benefits of having a second Camera, versus having a single Camera clearly outweigh each other. We hope that you will now understand the memorable moments we can offer to you by choosing this option. Your rewards will be priceless.



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The Most Priceless DVD in Your Collection

A perfect DVD for your taste and style. *Relive the memorable moments of your wedding day in the pristine digital format of DVD.*

Your DVD will feature a custom designed cover and menu, using all of the design elements from your wedding day such as colors, textures and theme. Menus will be interactive, with beautiful music to enhance your presentation.

The First Play video is what the viewer sees when they first insert the disc into your DVD Player, just before the title menu appears. Usually, this is the FBI warning, but we thought we would try something a bit friendlier. Specifically, a short highlight segment of your event. The menu itself is motion driven; with multiple motion windows, and soft music undertones. Our DVD's can be viewed in entirety from start to finish, or a viewer can jump right to a special segment of choice with just one click of the remote.

The ceremony is produced twice. The first, is a documentary version which shows your ceremony in its entirety. The second version, which you also receive as a special segment called the "directors cut", is a short form music driven segment of just the ceremony highlights.

On the chapter points themselves, you will notice the "dinner montage". This section is music driven from the live music of the event and highlights the dinner portion of the evening that not is dancing related. A large portion of this segment is dedicated to the Bride & Groom visiting guests at their tables.

The final DVD-specific is delivering your DVDs printed directly on the disc(s), with matching case covers. Scene selections and colors from your event make up custom case covers tailored specifically to your wedding.

Your custom DVD's will arrive within approximately 8 to 12 weeks. Additional copies may be purchased for a nominal fee, if requested, for immediate family.



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Broadway Productions 2009

Documentary....

The **Documentary Production** provides a journalistic movie of your wedding day. The documentary editing style recalls your day's events as they actually happened. With our digital broadcast equipment, your image quality, and audio quality will be perfect. The **Documentary Production** concludes with a recap of your entire day, set to your first dance music, and edited with our award winning editing style. This production includes 8 hours of documentary style coverage, two producers, and our documentary style editing. Includes 3 DVD's, basic DVD authoring to include custom made chapter points for easy viewing.

Artistic....

The **Artistic Production** takes your wedding day and transforms it into a captivating and timeless movie. This movie style short form edit captures the emotion of your wedding day, but as an added bonus, your complete edited documentary style ceremony is included in the special features of your DVD. This production is perfect for those couples who love today's current cutting edge editing style. This package includes 8 hours of Artistic style coverage, editing, and two producers. Includes 3 DVDs with custom made chapter points for easy viewing

Storyteller...

The **Storyteller** is a short form movie which is edited to approximately one hour in length. Additionally you will receive a special edition "directors cut" film which includes the complete full length ceremony. The storyteller production incorporates storytelling of parents, grandparents, bride & groom throughout the course of the day, which is woven into your wedding film. This storytelling approach guarantees that your wedding film will be like no other. This package also includes 8 hours of **Storyteller style coverage**, three producers, as well as an Audio/Visual engineer. Includes 3 DVDs with custom made scene selection and chapter points for easy viewing.



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Missing Important Moments

A string quartet softly fills the air with classical music. The Mothers are wearing elegant gowns. The man of your dreams walks to the center aisle and takes a deep breath. Your best friends carefully march to the front and await your arrival. Sighs fill the air as the most adorable flower girl, drops rose petals on a white runner..... **And you're not even in the room.** You are standing in the hall with Dad getting ready to make your entrance. Without a quality wedding production, you will have missed important moments like these that you have dreamt of since childhood.

Unobtrusive ~

Video is naturally less obtrusive than photography. There is no need to pose or arrange people. The video camera is silent, and the new digital cameras work in such low light that rarely is a light needed on the camera. A skilled producer will be able to catch all of the events and interactions with your guests without you being aware of their presence. When you think about it, all of the emotion, drama, suspense, and lighter moments are built into the event.

Calm, Confident, and Quiet ~

Attitudes and emotions are contagious. This is why so many wedding professionals have chosen to be at a wedding event every weekend. The love and excitement that wedding parties exuberate will leave us feeling truly good about life. In turn, our attitudes and emotions will have an effect on the people we're working with. Choose the wedding professionals who will make you feel both calm and confident.

Wow! This looks and sounds like real TV ~

If you're going to watch it on TV, it should be the same quality as the other programs you watch. In order to have a great quality wedding production, you need a company who has the right equipment and is skilled in all areas.



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The True Value of Video

You don't have to be pushed and pulled around all day. In fact, you may not even notice we're there. We want you to feel comfortable and enjoy your day without having to worry about us. When it's over, nothing is more exciting than when both of you sit down together to watch your DVD in the comfort of each other's arms. That's the moment your wedding production becomes priceless; the moment you'll know you made the right decision. Feel the day all over again, and hold on tight.....it's going to be quite an experience!

Know exactly what you're getting:

Let's talk 'technical' for a minute. Just because it's 'digital' doesn't mean you're getting the best. Not all digital cameras are equal; some are consumer quality, others are professional and vary in picture and audio quality. Not all cameras are as sensitive in lower light, especially candle light. The image may vary from very poor to quite astounding. Finally, some producers are highly skilled with arranging lighting and acquiring audio, while others aren't so adept at it. You are the one that is going to have to live with the results. All of these issues affect the outcome of your production, and, consequently, your level of satisfaction. At Broadway, we perform to the highest professional standards in every aspect.

All video is not created equal.

Even if it means stretching a bit, you want to be thrilled, not sorry, every time you watch your production. Look to the future and think of it as a lifetime investment that acquires more value with the passage of time, and invest accordingly in the quality that you'd like to be watching for the rest of your lives. Your decision to invest in a such quality is not a decision made just for yourselves; it's an investment in the generations yet to come, and guardian of the memory of those who will pass.

In actuality, you are making a decision about what your memories are worth.

Like so many other things you buy, you get what you pay for. If it sounds too good to be true, it probably is.

If you've gone over budget but thoroughly enjoy your production, your money was well spent. If you save a few hundred dollars and regret your decision, your money was wasted. You'll either never watch it, or regret your decision every time you do. *Good value is not about spending as little as possible, it's about feeling good about what you spent.*

The first key to a quality production is setting a realistic budget.

The lower the price range, the more corners will be cut. Don't force yourself into that position by under-budgeting. Companies that charge below market value cannot afford to invest in the same personnel or equipment that higher priced companies do, so quality suffers.



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The True Value of Video Continued

There are generally good reasons why a company is charging significantly below market value. Even average producers ask more than \$1500.00; better producers charge considerably more, and the more respected ones in the industry receive still higher fees. Shopping discount video when so much depends on it is just not a good investment.

Some people will shop to save some money on a production they will never enjoy.

Imagine this scenario: The couple take their DVD home to watch together for the first time anticipating a wonderful experience. Before long, the Bride is in tears of disappointment and the Groom is stirred up like a hornet's nest. The color is incorrect, parts are under or overexposed, the picture is jumpy, you can't hear a word during the vows, parts of the reception were omitted, your sister isn't anywhere on the video, and the DVD skips. On the positive side, it was inexpensive and fit nicely into the budget. *Conclusion: When you see a production that looks great and moves you emotionally, hire that company. Know when to shop, and when to stop.*

From the first moment the camera is turned on, the footage of your event has to be captured well or the editor isn't going to have much to work with. Good quality implies knowledge of lighting, exposure, audio, positioning, as well as directing and focus. Not to mention an artist's eye behind the lens, a highly skilled editor and investment in sophisticated equipment. *That's why a quality production costs more.*

The true value of video

A couple was up front about deciding whether or not to include video in their budget. I asked them to picture themselves owning a film of their Grandparents' wedding day and how much it would mean to them. The Bride replied that her Grandparents did indeed hire a professional to record a 16mm film of their wedding. I offered to buy it from her, and asked her for a price. She replied, "I could never part with that film. It is family history and probably the most important thing I will ever own." That was precisely the point. Having a professional video produced will provide joy to your family now, and for generations to come.

When wedding video is produced to its potential, it will do more than just record what you look like and what you say; it will truly capture all of the emotions of the biggest day of your life.



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Videography at the top of your priority list

Only a trained and experienced wedding producer is correctly prepared to capture all the details and finer points of your special day, from the rush of preparations at the beginning of the day, through the emotional moments of the ceremony, and to the excitement of the reception.

Afterwards, a professional with creative editing skills will polish your production both artistically and professionally to produce a DVD that not only documents your day, but also is fun and entertaining to watch again and again!

Because your choice of companies is so vital to the memories you will have after your wedding day ends, you should get an early start in the process and shop based on quality.

Placing videography at the top of your priority list also ensures the best chance of securing your first choice, as today's top wedding production companies are booked far in advance.

Just like professional photography, pricing for professional videography varies widely, even within the same geographic region. Talent, technology, and time are three key factors, which will affect the cost of your production.

For example, you may find professional companies in your area using cameras and editing systems that are similar. However, it will be their skills, experience, style, and techniques in both capturing and editing that will immediately capture your attention and be the distinguishing differences you will notice in their work.

This is why it is virtually impossible to shop by cost alone when selecting your company. Professional wedding production is an artistic, not a mechanical medium and companies shoot and edit productions differently.

When you stop by to see samples, you will also have an ideal opportunity to discuss your wedding details and style preferences before making your final decision.