

The Video Gear Guide

Welcome to the video gear guide!

Thanks for attending my session at the Industry Summit.

This is a detailed list of the video equipment, software and tools I recommend and use.

Low, medium and big budget gear is all represented below.

For now, my recommendation is you don't get ahead of yourself and worry about the gear. Setting up a studio without thinking first always gets you in trouble later...take it from me, I've blown hundreds of thousands of dollars on gear I regretted buying later.

Cameras

<p><u>Logitech c920 Webcam</u> (about \$100) - this is the ONLY webcam I can recommend. It works on Mac and PCs and looks great. If you don't want to mess around with external hardware and just plug something in that looks awesome, this is the webcam to get for about \$100.</p>	
<p><u>Canon Camcorders</u> (\$300-\$600) - if you want to shoot excellent quality video in your studio and don't want to spend a lot of money, I like Canon Camcorders the best. <u>Just click this link to search on Amazon</u> and find one that suits your budget.</p>	

Microphones

USB Microphones

[Blue Nessie \(\\$70\)](#) - hands down the best value for a high quality USB microphone that sounds like a \$700 microphone with built-in compression and bass boost. You can't beat this microphone for doing live casts, webinars, training or whatever. It's portable and CHEAP. It also has a great "cough" switch for muting audio when you aren't speaking.

[Blue Yeti \(\\$100\)](#) - heavier and sturdier than the Nessie, this is a really nice microphone too. It has a cough switch so you can mute yourself.

Portable Handheld Microphones

[Handheld Portable iRigHD \(\\$100\)](#) (iPhone/iPad/Windows Mac PC) - my FAVORITE portable high-quality microphone that plugs into an iPhone, iPad or computer. Sounds great, it's a real condenser microphone and it comes with cables, a case and everything else you need.

Microphone "Flag" [White](#) or [Black](#) (\$10-\$25) - this is the branded doo-dad you see sitting on top of handheld broadcaster or interviewer microphones with an "ABC" "CBS" logo. Just print out your logo on a piece of paper or plastic wrap at a printer and you'll look like a real pro! [There are higher-quality versions with a clear plastic protector available on eBay for about \\$30.](#)

Lavaliere Microphones

[Sony UMPV1 \(\\$600\)](#) - this is the microphone we use in our studio. They're sturdy, last forever and are professional. They aren't cheap, but cheap microphones break when you need them, sound horrible and need constant replacing. Ours have been with us over 5 years and keep on running!

[Sennheiser EW112P G3 A-Band Wireless Lav Mic Bundle with SKB Hard Case \(\\$600\)](#) I don't like them as much as the Sony because the case isn't metal, but they sound good and are professional microphones. Pricy but these microphones will last forever.

[Audio-Technica ATR-3350 Lavalier Omnidirectional Condenser Microphone \(\\$30\)](#) - this is a cheap, but functional microphone you can plug into a camcorder. It's "good enough" and as long as you remember to shut it off when

you're done, it beats the heck out of the internal microphone in your camera.

In Ear Monitors (or IFB) - these are featured in the Skype interview and are absolutely necessary if you want to do professional quality interviews. In my opinion, NEVER wear headphones with a side microphone.

[Good](#) (\$6.95) - "Surveillance-Style" Earpiece.

[Better](#) - (\$44.95) - Otto Engineering IFB.

[Best](#) - (\$329-\$1,000+) - Custom In Ear Monitors from [Gorilla Ears](#) or [Ultimate Ears](#). If you've ever watched the Grammy's or any live performance, these are the high-end systems you see professional musicians and artists wearing on stage. They are custom molded for your ears - which means you have to go to an audiologist for about 30 minutes and have some goop put in your ears, they pull it out and you mail the molds to the manufacturer and in a few weeks, you get custom monitors that sound incredible and will last a lifetime. Search for "In Ear Monitors" if you want to do some shopping.

Lights - you can spend a FORTUNE on great lights. The truth is, you can get by for \$150-\$800 for a nice setup that will look great. Remember the customer doesn't have to see ANYTHING outside of the frame of the camera.

[Basic 4-point lighting system \(good\)](#) (\$150) - Note that this is a CHEAP set of lights that includes a storage and carry bag. The combination will give you what you need to light a set, a Chroma key background for a "virtual set", interviews or anything else you need. This set uses fluorescent "CFL" bulbs which don't build up heat.

Miscellaneous - this is some additional hardware that I use for my productions that I consider either "must have" or "nice to have".

RF Remotes - used with Keynote or PowerPoint presentations. I carry two of these remotes everywhere I go in the event I have a chance to present on a video, on stage, in a meeting or on camera.

[Kensington Wireless Presenter with Laser Pointer](#) (\$30) - I've been using this model for over 5 years. It's cheap and if you lose or break it, it's no big deal. We have at least 4 of these in the studio at any given time.

[Logitech Professional Presenter R800 with Green Laser Pointer](#) (\$70) - this

one costs more than the Kensington by 2x BUT it has a longer range, built-in timer and a really bright green LED. I use this to annoy seagulls at the beach at night. Seagulls DO NOT like LEDs, especially when they're flying at night :)

Teleprompters

[PromputerPeople](#) (\$1,000-\$4,000) - I've been buying teleprompters from PrompterPeople for over 5 years. It's not the cheapest stuff on the market, but it works. The truth is, I often just put a cheap LCD monitor from Costco under my camera and scroll my text with it. Works like a charm!

Teleprompter Software. For the record, most teleprompter software IS HORRIBLE. Without exception, all the teleprompter software I've used that comes with teleprompters is rotten. I've wasted a ton of time and money screwing around with crappy software and have settled on a couple products that are really good. I'm a Mac guy - and gave up on PC software a few years ago so I'm the first to admit, this is one-sided. If you find some Windows teleprompter software you really like, please make sure you post it in the comments below.

[Free Teleprompter Software](#) - I haven't tested these products out, but this web site advertises free software for Macs, Windows, Android and iOS devices. If you're on a tight budget, you might want to check this stuff out first.

[Presentation Prompter](#) - this is about \$100, but it's my favorite prompter software for the Mac. You can set up a remote to control the speed of the prompter, start and stop and put in any length of a script. It's easy to use and very powerful.

[Teleprompt+](#) - This is about \$50 and another great piece of software. What's great about this is you can control it from an iPhone or iPad. It was a bit shaky at first but has gotten much better quickly. See below for an iPhone/iPad version of the same product.

Apps - Right now you can get [teleprompter hardware](#) that lets you use your iPad as a screen and remote control it with a Bluetooth remote or an iPhone. SWEET! There are some more great [iPad hardware options available from BombingBrain](#) - the creator of Teleprompt+.

[TIP] If I was starting out and had a limited budget but wanted a teleprompter, I'd use an iPad with an LCD monitor, a video adapter and [PromptSmart](#) software OR a cheap laptop, remote and external LCD monitor.

[PromptSmart](#) (\$9.95) - An iPhone/iPad teleprompter that has voice recognition built-in so it "reads" with you! This is breakthrough software. For the past 7 years, I've either controlled my prompter myself (pain in the butt) or required someone to be with me operating the prompter. This is OUTSTANDING software and works like a charm. Highly recommended and so good you can justify buying an iPad just for this application.

[Teleprompt+ 3](#) (\$25) - you can record video or audio with a selfie-stick and iRig HD and not have to memorize your lines because the built-in teleprompter takes care of you! The software is a fairly expensive app at \$25 and can be a bit flakey at times BUT it's the only product of its kind that is pretty decent.