

# Interactive Video Engagement

“ Our deployment of ‘live video shoot & editing’ digital solution at **CABSAT 2017** ”



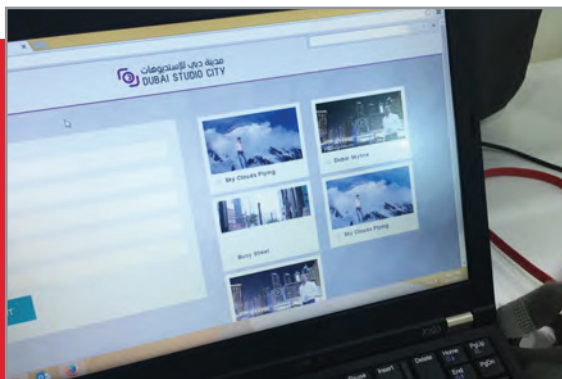
**CABSAT** is a one of kind professional content entertainment event in the Middle East which comprises a display of biggest cable, satellite, broadcast and communications for this fast growing lucrative industry. It is an annual showcase for the latest developments in the Electronic Media and Communications Industry which brings together world's leading content producers, encourages collaborative partnerships and live content opportunities.

# How did it work?

Our work of scope included conceptualising of a “Live Video Shoot and Edit” activity where a person was able to shoot a video and edit it live with a template of your choice in a green screen setup using Chroma. This whole process was completed in less than 5 minutes. This also included the creation of an online database and sharing of videos via Email.

## ▼ Step 1 -----

Person shot a video in green screen setup



## ----- Step 2 ▼

Video was edited live and a user-choice template was applied

## ▼ Step 3 -----

User had the option to share video via Email



## Impact

500<sup>+</sup>  
VIDEOS



This activity was a good example to observe how far technology has come and efficiently demonstrated the things which can be achieved with the power of live video editing. This interactive activity which went on for three days of the event made the booth eye-catching and attracted the attention of many passing people. It received an amazing response from the audience and **over 500 videos** were recorded.