



**VIDEO EGG**

Video Best Practices Guide

ALPHA

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## Video Optimization Guide

This guide provides VideoEgg users with a baseline for creating video content that is optimized for the VideoEgg Publisher encoding.

### VideoEgg Encoding Basics

The standard VideoEgg Publisher encodes video at 320 by 240 pixels, and a single frame rate, 15 frames/second. As a general rule, if you wish to export your video at a higher frame rate, we recommend you export at a multiple of the frame rate your version of the Publisher encodes. For example, at the standard publisher frame rate of 15 frames/second, the recommended frame rates for your video would either be 30 frames/second or 15 frames/second.

Audio encoding is carried out in 16 bits with a 44.1 kHz sampling rate in a single channel (mono).

Rendering your video at higher resolutions such as 640 x 480 pixels will result in a higher quality video online; however, there is a considerable trade off in file size. In this guide, we will focus on a best practice to provide an optimal user experience.

### Unsupported Video Features

Certain video formats include several features that are not supported by the VideoEgg Publisher. Videos with these features may play as intended through their native players but will not be successfully uploaded into the VideoEgg Publisher.

#### SMIL

The Synchronized Multimedia Integration Language is a W3C Recommendation for multimedia presentations. This is currently not supported by the VideoEgg Publisher

#### Quicktime Streaming

QuickTime streaming videos are very different from normal QuickTime videos as they are specifically designed to not actually download a complete file to a user's computer. QuickTime streaming videos simply display the data as it arrives on the user's computer.

#### Quicktime Sprites and Quicktime VR

These QuickTime features add interactivity features to QuickTime videos and are currently unsupported by the VideoEgg Publisher.

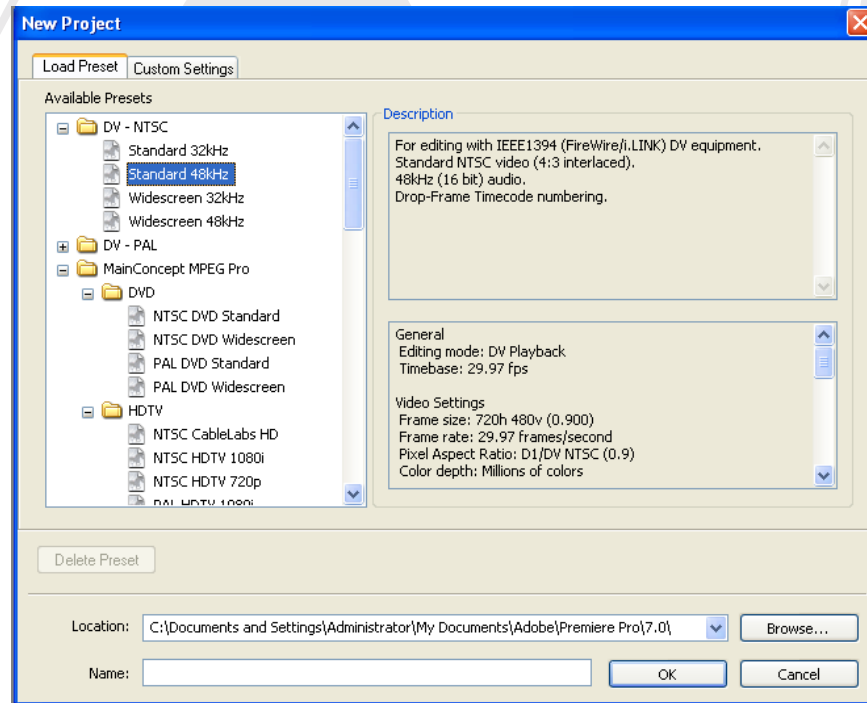
### Application Specific Recommendations:

Most commercial video editing packages have preset export settings for user convenience. Simple steps for exporting optimized video content are outlined below.

## Adobe Premiere:

In Adobe Premiere, the output resolution is set when the project is created.

1. When creating a new project, select “Load Preset.”
2. Out of the available presets, expand “DV-NTSC” and select “Standard 48kHz.”
- 3.

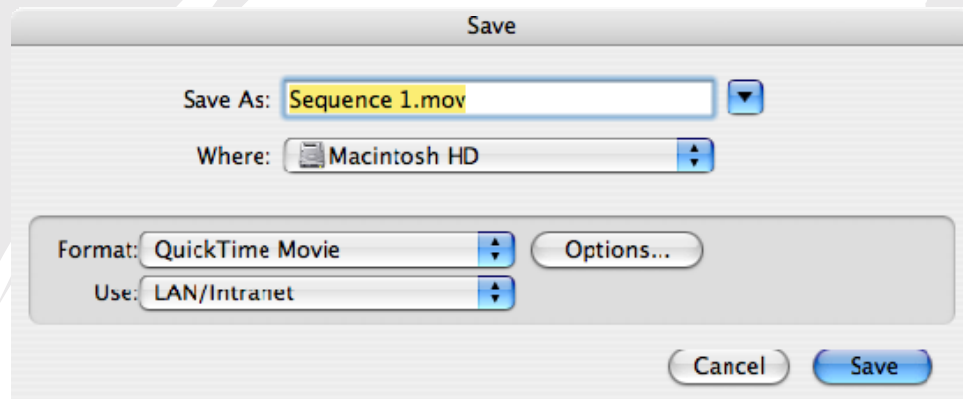


4. Enter the name of your video and the location you wish to save it to.
5. Proceed to edit your video as per normal.
6. When you are done editing your movie, export it as you normally would.
7. Upload your video to the Publisher by either selecting the correct file from the “Browse My Computer” button in the Publisher or by dragging and dropping the file into the Publisher directly.

## Final Cut Pro:

1. After editing video, select “Export > Using QuickTime Conversion” from the “File” Menu
2. In the dialog box, enter the name of your video and the location you wish to save it to.
3. Select “Format: QuickTime Movie” and “Use: LAN/Intranet.”
4. Click Save.
5. Upload your video to the Publisher by either selecting the correct file from

the “Browse My Computer” button in the Publisher or by dragging and dropping the file into the Publisher directly.



### iMovie:

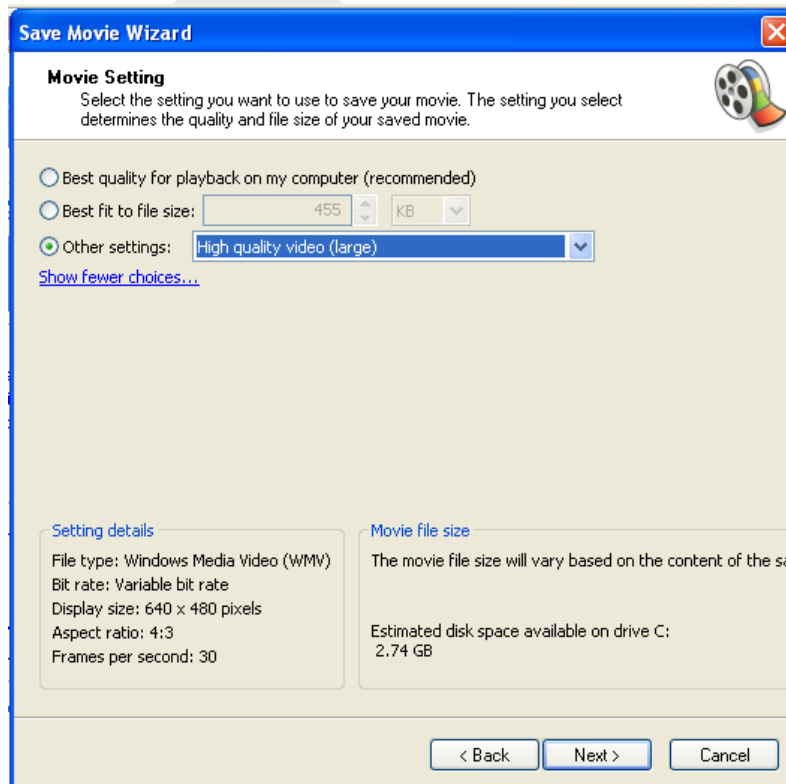
1. After editing your video, select “Quicktime” from the “Share” menu.
2. Select “Expert Settings” and clicking the “Share” button.
3. In the dialog box, enter the name of your video and the location you wish to save it to.
4. Select “Use: LAN/Intranet” in the next window that appears and click on “Save” to export your video file.
5. Upload your video to the Publisher by either selecting the correct file from the “Browse My Computer” button in the Publisher or by dragging and dropping the file into the Publisher directly.

QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.

### Windows Movie Maker:

1. After editing your video, select “Save to my computer” under “Movie Tasks” and click “Next.”

2. Enter a file name and location and click “Next.”
3. Select “Other settings: High quality video (large)” and click “Next.”
4. Upload your video to the Publisher by either selecting the correct file from the “Browse My Computer” button in the Publisher or by dragging and dropping the file into the Publisher directly.



### Vegas Video:

1. After editing the video, from the File menu, select “Render as.”
2. In the next screen, enter the name of your video and the location you wish to save it to.
3. Change the Template selection to “NTSC DV”
4. Click on “Save.”

