

**Scaling up video  
production:  
recording or live stream  
professional-quality  
videos from home and on  
campus.**

# Today's talk

Discuss the challenges of producing video and live streaming at scale.

Introduce Rapidmooc and how we are helping customers make videos and teach at scale during COVID.



# The problems with creating video at scale

# The problem with video

Video is the most effective way to communicate at scale, especially in the current situation.

However...

Setting up a recording studio with a Digital SLR is time consuming and can be hard without technical expertise.

Sourcing video creation externally is expensive.

It is challenging to achieve the appropriate framing, lighting and quality using phones and laptop cameras. And, difficult to incorporate body language into videos.

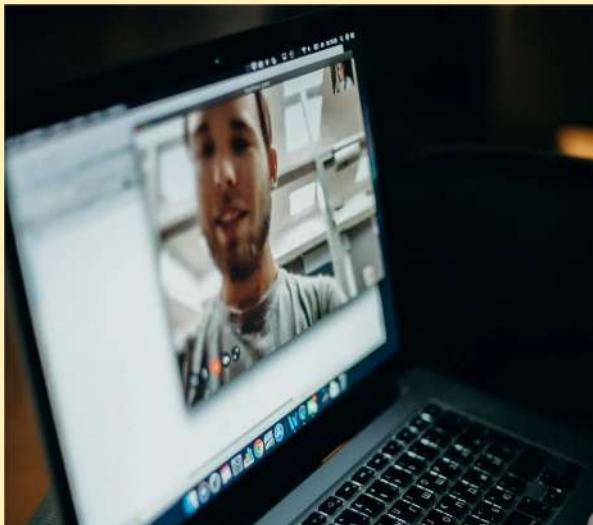


# The problem with video

It is even more important for educators, online course creators and trainers who need:

Professional-quality video and audio, engaging live-streaming which include body language.

Show they're a premium brand, and create consistent content and scale.



# What is Rapidmooc?

# Rapidmooc



Rapidmooc Studio and Rapidmooc Studio Pro



Rapidmooc Go



# Rapidmooc





# How are we supporting video recording and live streaming at scale?

# COVID safe recording space



# Home recording studio with Rapidmooc Go



# Mixed classroom with face to face and remote learnings



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