

Remote Video Meetings

FOUR Simple Ways to Improve how you Look and Sound

by Rush Beesley, President RUSHWORKS

Now that so many of us have been forced to interact using remote video and audio connections, it's painfully apparent that it's really easy to look and sound, well ... really bad. So from this point forward, why not fix it! Here are four simple changes that can make you look and sound like a PRO – for very little money.

Most of these items should be available from Amazon, although lead times may vary. Check the links on each to verify.

SOUND This is one of the most important improvements you can make. Instead of relying on the microphone on your laptop or USB camera (sounds like a storage room), get an inexpensive lavalier microphone that clips on to your shirt ... or wherever. This is what all news anchors use for balanced and consistent audio that YOU TOO can deliver. **Sound Great! - \$23.**



[FIFINE USB Lav Mike](#)

VIDEO Although the camera in your laptop, tablet or other mobile device may be pretty good, spend a little more money and get 'broadcast HD quality' that will set you apart from all the other members of the "Brady Bunch" in their little video windows on the screen. This USB camera is amazing, and is all you'll ever need to make a great impression. **Look Great! - \$70**



[Logitech C920 webcam](#)

This great little camera is currently on backorder due to high demand. Others are available at similar price points if you're unhappy with your current camera.

LIGHTING You can't rely on overhead lights, table lamps or windows to provide good, balanced lighting on your face. Because YOU are the Star of your Show ... you need to LOOK like one! One of the most versatile and simple solutions is another USB device called a ring light that surrounds your camera and provides a soft, diffused light that makes anyone look their best. **Put your best face forward! - \$55**



[AIXPI 10" Ring Light Kit](#)

BACKDROP Do you find yourself looking at the background behind others in the session, being distracted by how the room is decorated or what artwork is on display? Yes, you do. And that pulls your attention away from the person you should be focusing on. The key is to put a neutral background behind you and zoom the camera into a well framed 'head and shoulders' shot. Bingo! You make the most impact.

Stand out from the crowd! - \$54



[10' background stand kit](#)
[5x7 gray photo fabric](#)

These four items will definitely help you make a good impression and enhance the impact of your contribution, whether you're a government official, a student in a remote learning environment ... or just hangin' out!

Here is a progression of shots captured by the Logitech C920 webcam showing the difference you can expect when using these handy tools.

Before

office fluorescent lights
ambient light through windows
busy background



NO office lights
ambient light through windows
busy background



ambient light through windows

Ring Light enhancement

busy background



After

Ring Light (warm tone option)

Neutral Gray Backdrop

Zoom to Head & Shoulders



Even when the current crisis has passed, remote video and audio communications will continue to have an expanding and important role in daily communication at all levels. Use this time for 'self-improvement' and optimize your on-line effectiveness with the addition of these or similar items.

As always, we're here to help when you need us!

Rush Beesley, President
RUSHWORKS
888.894.7874 ext 1
www.RUSHWORKS.tv