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TRANSCRIPT

## Cut #30: How to get started with online video Part 2

George Faulkner with David Berger

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**FAULKNER:** Welcome to [ShortCuts](#), a weekly online broadcast brought to you by IBM. We're here to help you get the most of everyday Internet and e mail tools. I'm George Faulkner.

This week's question was inspired by last week's question which came in from Sara from Baltimore. And here to help us with this is Shortcuts online video expert David Berger. David has been at the forefront of IBM's adoption of online video for internal and external communications.

And my follow up question, David, after our last conversation, is, what's next in the world of online video?

What are some of the trends that you see in the ways in which people produce videos online? Sort of, what are different ways for producers to approach videos keeping variety in mind?

**BERGER:** Thanks, George. It's always a pleasure to be with you. The world of online video is always evolving, and it's really heading in some fascinating directions.

The thing to remember is that the Web and video is an infinitely flexible medium, and people are really finding really innovative new ways to use it to advance their messages and to create, whether it's news or even works of art.

There's some examples that I've been seeing around the Web that I think are highly effective. For example, the slide show. People had been taking still images, dubbing music beneath them and creating very effective montages and posting them to the Web.

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And you'll see that approach being used by a lot of online news sites such as slate.com or washingtonpost.com which actually owns slate. And it's really a very effective way to communicate over the Web. That's one thing where video is going.

Another thing that is...people are using, and Which was really brought into stark relief by a wonderful video that was posted to YouTube just a couple of months ago that was called The Machine is Us, and it was a new way of trying to communicate the changes in what we call Web 2.0....

And it uses a combination of video and what I like to call dynamic screen capture where you actually see letters being typed on to a screen put into kind of fast forward to create very interesting effect, dubbed over some very good music.

And if you could, perhaps you could put a link to the site of this podcast so people could take a look at that if they haven't seen it.

And what you're seeing there are people really taking the video and thinking outside of the box on how to use it to advance their messages.

The thing to remember is that people are just finding amazing ways to stretch the boundaries of how video can be used to communicate thoughts, ideas, to communicate in general. And I'm really excited about the opportunities that lie ahead.

If you've got some creativity and you've got a digital video camera and some of the tools that are readily available to you on the Web, you can create really almost anything your imagination will allow.

**FAULKNER:** Well what comes to mind, David, is I'm a big fan of the way the New York Times uses slide shows, and I will now log on to washingtonpost and check that out.

I guess what you're saying is that let's say you don't have a digital video camera, but you have a digital still camera. You can still get into video here with the screen capture stuff that you're talking about.

You know, there are ways to work around and create moving dynamic multimedia with probably the tools that you already have. There are ways to think about this.

You got into audio a little bit, and how audio can help. I know my laptop has a microphone built in; I mean, just.... It's amazing the kind of tools that we have and the things that we can do with them and trying to, you know, inspire people to think outside the box.

**BERGER:** Well, George, I'll even take that a step farther. You don't even need a digital still camera. Your cell phone. Your cell phone probably has a camera built in and probably even has the ability to take short video. And that can be converted and posted.

Now, the quality may not be as good, but it's getting better all the time. A good quality cell phone camera certainly rivals sort of the first or second generation digital still cameras now, and it's only getting better.

Yes, the key is really creativity is what you want to, what do you want to create, what do you want to say? All the tools that you need to be able to say what you want to say, whether it's text, still imagery, video, and the ability to integrate it all together with music. It's all there at your disposal.

And that's what makes this such an exciting field, because it's always evolving, you're always finding new innovators, we're finding new ways to use these materials and use these tools to create astonishing, astonishing things to look at.

And you know, I'm learning every day. You called me at the beginning a digital video expert or online video expert; I'm no expert, I'm just learning every day from what the world is doing.

And every day I'm learning new ideas and new tricks because there's just a wealth of creativity out there, and the key is just to tap into it.

And one thing, once you start, beware, once you start it's hard to stop because it's very addictive. Once you see that you can create your own...your own universes almost and your own communications platforms, and your own art forms, it's hard to go back.

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And I think we're just at the tip of really an enormous iceberg. I'm just very excited to see what's going to happen over the next couple of years.

**FAULKNER:** Well, thank you so much for joining us today, David. For a transcript of today's show, visit us on the Web at [ibm.com/shortcuts](http://ibm.com/shortcuts). There you'll find more information on this week's topic. And again, if you've got a question for our experts, write us at [cuts@us.ibm.com](mailto:cuts@us.ibm.com). From all of us at ShortCuts, thank you for listening.

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