

platinum **HD**.tv

P R O P E R T Y I D

cinematography & photography for property

www.platinumhd.tv
www.platinum3d.tv



PlatinumHD Propvid (www.platinumhd.tv) is a team of Cinematographers regarded as the world's best when it comes to filming property.

We've been specializing in it for almost a decade now, and pioneered the introduction of online streaming video to the real estate industry as PROPVID.

In the last 12 months, we have assisted our Clients in the marketing and sale of some of Queensland and NSW's most iconic properties, including Brisbane's H House, Sydney's Butterfly Home, the penthouses of Q1 and Circle on Cavill's North Tower, Byron Bay's exclusive billionaire's hideaway The Linnaeus Estate and many more.

The RSL trusts us with the cinematography and photography of their prize homes and we work with the industry's leading Agents and Agencies.


www.platinumhd.tv | www.platinum3d.tv

© PlatinumHD Propvid 2011

When Niecon chose us to film the two towers of the Oracle lighting up for the first time, we put ten HD cameras to work, filming from the top of high-rise buildings around Broadbeach - shooting over 10,000 photographs to create time-lapse images.

We shoot on professional CANON EOS lenses and edit on the fastest machines made by Apple. We've a proprietary video streaming system - which means we can launch and stream videos that aren't covered in YouTube ads.

One recent production of ours made international headlines and achieved over 1.6 million views.



Over the past decade inventing then championing what has become the highly competitive space that is online video marketing for real estate, we've made a lot of mistakes - and learnt from them.

Like everything in life, you get what you pay for. There's no way around it. Quality production takes time.

PlatinumHD's creative headquarters is in Broadbeach, while the brand now extends to:

- North and South of the Gold Coast
- Brisbane
- The Sunshine Coast and Yeppoon
- New Zealand
- British Columbia
- United States



All prices are GST inclusive and include:

- Mastered in full HD
- Photographic re-touching
- Agent to camera and/or Professional V/O, edit, re-touching, music and mix and launch to secure system for approval
- 1 set of edit requests (on 30/60/90 second productions)
- Proprietary video streams for mobile, tablets and web - standard and HD.
- Downloadable version of video.
- Podcasting for itunes.
- Launch of independent video stream to your own YouTube Channel.
- Instant generation of QR code linked to video.
- Video links for Facebook, Twitter and email distribution.
- 24-48 hour turnaround.
- 72 hour plus turnaround for Prestige and Platinum signature productions.



PROPVID 30

30 second VIDEO ONLY - \$275

30 second VIDEO + Stills - \$392

- Produced in upto 30 minutes on location
- Video of UP to a maximum of 39 seconds, including two second 'Your Company' end credit tail board.
- Agent to camera OR professional V/O.
- PlatinumHD Crews arrive 10 minutes PRIOR TO every job so they unpack, bump in gear and be working FROM the Booking Time.



[CLICK HERE TO VIEW EXAMPLE](#)

www.platinumhd.tv | www.platinum3d.tv

© PlatinumHD Propvid 2011



PROPVID 60

60 second VIDEO ONLY - \$425

60 second VIDEO + Stills - \$555

- Produced in upto 60 minutes on location
- Includes auction presentation (Not A/V*)
- Video of UP to a maximum of 69 seconds, including two second 'Your Company' end credit tail board.
- Agent to camera OR professional V/O.
- PlatinumHD Crews arrive 10 minutes PRIOR TO every job so they unpack, bump in gear and be working FROM the Booking Time.

[CLICK HERE TO VIEW EXAMPLE](#)

www.platinumhd.tv | www.platinum3d.tv

© PlatinumHD Propvid 2011



PROPVID 90

90 second VIDEO ONLY - \$595

90 second VIDEO + Stills - \$755

- Produced in upto 90 minutes on location
- Allows for two house calls. Day & twilight.
- Agent to camera plus professional voice-over.
- Includes auction presentation (Not A/V*)
- Video of UP to a maximum of 99 seconds, including two second 'Your Company' end credit tail board.

NOTE: Overtime on a 90 second production: \$245 an hour.

[CLICK HERE TO VIEW EXAMPLE](#)

www.platinumhd.tv | www.platinum3d.tv

© PlatinumHD Propvid 2011



Prestige

VIDEO ONLY - \$1,500

VIDEO + Stills - \$1,595

- Includes location recce and script write
- Produced in approximately 2.5 hours on location (Split shoot)
- Day & Twilight visits.
- Video with a maximum duration of 2,30 minutes.
- Agent to camera plus professional voice-over.

Platinum

VIDEO ONLY - \$2,500

- Includes location recce and script write.
- Produced in approximately 5 hours on location (Split shoot)
- Two person CREW plus Hollywood lighting, Kessler mini-jib and Oracle slider. Agent to camera plus professional voice-over.
- Day & Twilight visits.

www.platinumhd.tv | www.platinum3d.tv

© PlatinumHD Propvid 2011



PlatinumHD Signature Productions From \$5,500

PlatinumHD Propvid pioneered Agency corporate videos and profiles back in its early days in Sydney. In 2011, it introduced another level to real estate production with themed videos that resembled small scale Hollywood productions.

These productions involve pre-production work, visits to the home to discuss ideas with Agent/Vendor, creative copy-writing, casting and complex crane and lighting set-ups.

Part A. Pre-Production

- Location visit & pre-production meeting with Agent/Home Owner. FOC.
- Creative concept fee: From \$200
- Script-writing: \$100 per-hour
- Pre-production/organization/casting. \$75 per-hour

www.platinumhd.tv | www.platinum3d.tv

© PlatinumHD Propvid 2011



Part B. Production

- \$5,500 per ten-hour day (discounted to \$3,800 for multiple days) for two-person CREW with Platinum kits.

Part C. Post Production

- Includes Director's Cut and 1 set of changes/edit requests then compile and colour grade with DaVinci colour grade and mix-down for export to various platforms.

www.platinumhd.tv | www.platinum3d.tv

© PlatinumHD Propvid 2011



General Production

- Editing - \$150 per-hour.
- OnLine Suite (12 core) with Senior FCP and AfterEffects Editor - \$200 per-hour.
- E-news Reports. From \$550.
- Location Auto Cue system. \$100.
- Agent Profiles. From \$750.
- Freelance shooting rates - \$550 per-hour for two-man CREW.
- 8 foot or 12 foot crane hire \$650 for 1/2 day including operator
- Daylight Savings/Twilight Loading - \$110

www.platinumhd.tv | www.platinum3d.tv

© PlatinumHD Propvid 2011



Red Alert

For higher end Platinum productions, we've invested in a RED Epic digital cinema camera. We're one of only a handful of production houses in Australia with this camera.

The EPIC delivers an unmistakable cinematic look to productions. PLUS, we've built a RED Edit Station to handle the footage, shot at a resolution five times the size of HD.

www.platinumhd.tv | www.platinum3d.tv

© PlatinumHD Propvid 2011



What we require from you

- If you are not presenting dialogue to camera, we require property details be entered in our system 24 hours prior to call time for voice-over or we reserve the right to cut and launch your video to music. This applies to 30s, 60s and 90s where 24 hour turnaround of assets is demanded.
- If re-edits to a video are required based on incorrect information supplied to us, re-voice, re-cut and relaunch penalties may be applied.
- If postponing a 30, 60 or 90 second production, we request two hours notice OR penalties will apply.
- Unless otherwise arranged with your local Producer, PlatinumHD requires payment on APPROVAL and use of marketing materials and reserves the right to disconnect links within 14 days of non-payment.
- PlatinumHD Crews arrive 10 minutes PRIOR TO every job so they unpack, bump in gear and be working FROM the Booking Time.

platinum **HD**.tv

www.platinumhd.tv
www.platinum3d.tv

Contact Details

PlatinumHD Head Office
07 5572 9395

PlatinumHD North Gold Coast
0420 991 237

PlatinumHD Sunshine Coast
0421 891 518