

Max Velocity

Best Practices for Video Storytelling

Tell more stories

Well-produced videos can expand your audience, drive loyalty and increase the value of your digital content. Because audience demand and expectations are so high, digital publishers are now pressured to produce more videos faster than ever.

But telling more stories through video doesn't have to come at the cost of quality.

[Max Velocity](#) empowers even novice users to create and publish studio-level videos and live streams from virtually any location. This browser-based solution includes a simple interface designed for anybody to use without professional support. The solution also allows you to format and size your videos for each platform to accommodate your audience no matter where they view your content.



Simplify your production

In the past, the tools to create high-quality videos required special training and a steep learning curve. Max Velocity breaks down these barriers with a user-friendly interface and intuitive tools that empower users with no specialized training to create and publish content much more quickly.

All you need is a laptop and an internet connection.

When news breaks, grab viewers' attention by being the first to publish critical information. Max Velocity allows you to post content quickly whether it's news, weather, sports or lifestyle information by enabling your teams to create videos using their laptops from virtually anywhere with an internet connection.

This technology can drastically increase the number of videos produced by transforming more members of your team into creators without adding work to your production staff. Take full advantage of your local expertise by giving more employees the ability to report on the neighborhoods in which they live, adding regional insights that viewers can't find anywhere else.

Provide live footage and maps for the local parade. Interview the coaches from last night's football game. Give viewers a first look at an oncoming storm from somebody at the scene.



Add more voices to the screen

Fake news is an increasing concern for viewers in the US, particularly on social media. Adding expert opinions from inside and outside your organization can improve your credibility while increasing overall productivity and driving new revenue opportunities.

Max Velocity's remote broadcasting capabilities make it easier to create meaningful content with new and diverse voices. Incorporate experts, thought leaders and sponsors with the click of a button, regardless of their location. Add "on-the-scene" spotters and viewers to give a first-hand perspective of regional events while also making your audience feel like part of the team. Host events like telethons, fundraisers or online panels by enabling a guest to participate without needing to be in the same place.

To bring a guest into your presentation, just grab the link from Max Velocity and send it via email or text message. When your guest clicks the link, it brings them into your Max Velocity window where they see both your camera feed and whatever you're showing in the presentation, even if they're joining from a smartphone. This is a great way to give your guests speaking prompts, keep them on time and transition to content you may be using in other segments.

You can also control where your guest appears onscreen. You might opt for a two-box format that shows both speakers or place your guest in the bottom left corner while vital information such as a map is displayed more prominently in the middle of the screen.

This approach is effective across content categories. For weather, feature experts from impacted and adjacent areas to help viewers understand the extent of a weather event and respond accordingly. For sports or elections, interview local correspondents to add more context and relevance. You can also offer digital packages that build awareness for sponsors while giving viewers valuable information. For example, you may include a technician from a local heating-and-air-services sponsor to share tips on reducing energy usage in the summer.

Adding these new perspectives and insights will help you produce unique videos that can be reformatted and repurposed for different audiences and platforms, generating more revenue opportunities.

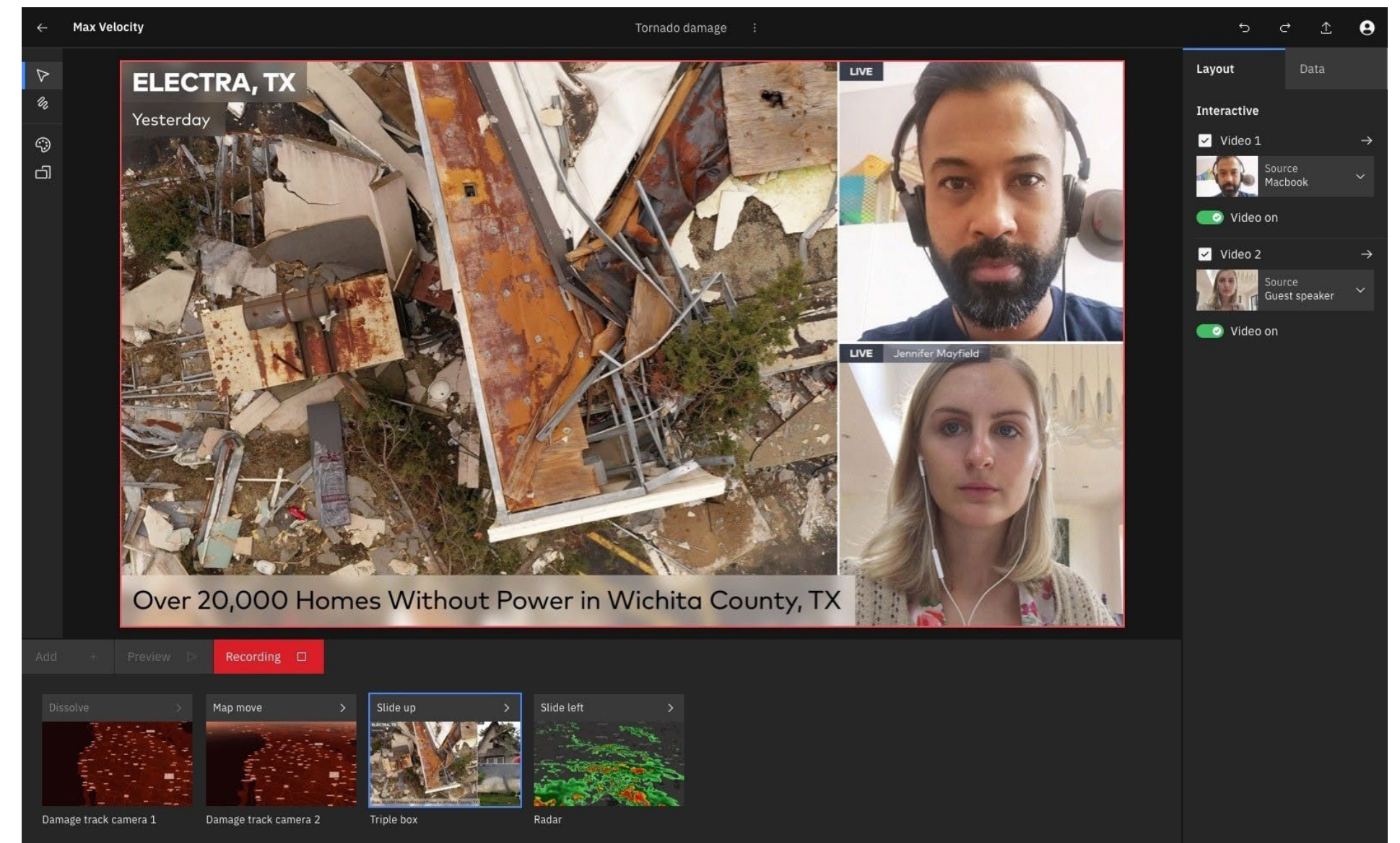


Figure 1: Max Velocity interview example

Tell a new story (then do it again)

Every time you create a Story in Max Velocity, you're able to adjust the presentation settings to best fit that specific video. You can save these Stories as professional and pre-made templates that will help you quickly publish videos in the future. When you need to quickly create a new Story, simply populate one of the existing templates with the essential information so you can be first to publish when news breaks.

In Presenter Setting, you can enter and save your unique mic and video sources for the computer you're currently using. If you switch between computers, you won't have to update your settings every time. A customizable sidebar allows you to enter and toggle which elements appear onscreen, such as the title, subtitle, credits, lower third and logo.

Find which templates will extend watch time or increase engagement by testing various kinds of content and formats across your digital platforms. This information will help your team decide which templates to use when news breaks.

The power is in your hands

Everything in Max Velocity is controlled from your web browser on your desktop or laptop. Show maps along with both camera feeds or switch to solely your guest's video to immediately see what they're seeing. You can also add b-roll to the bottom of the dashboard so you can easily flip between graphics during the presentation.

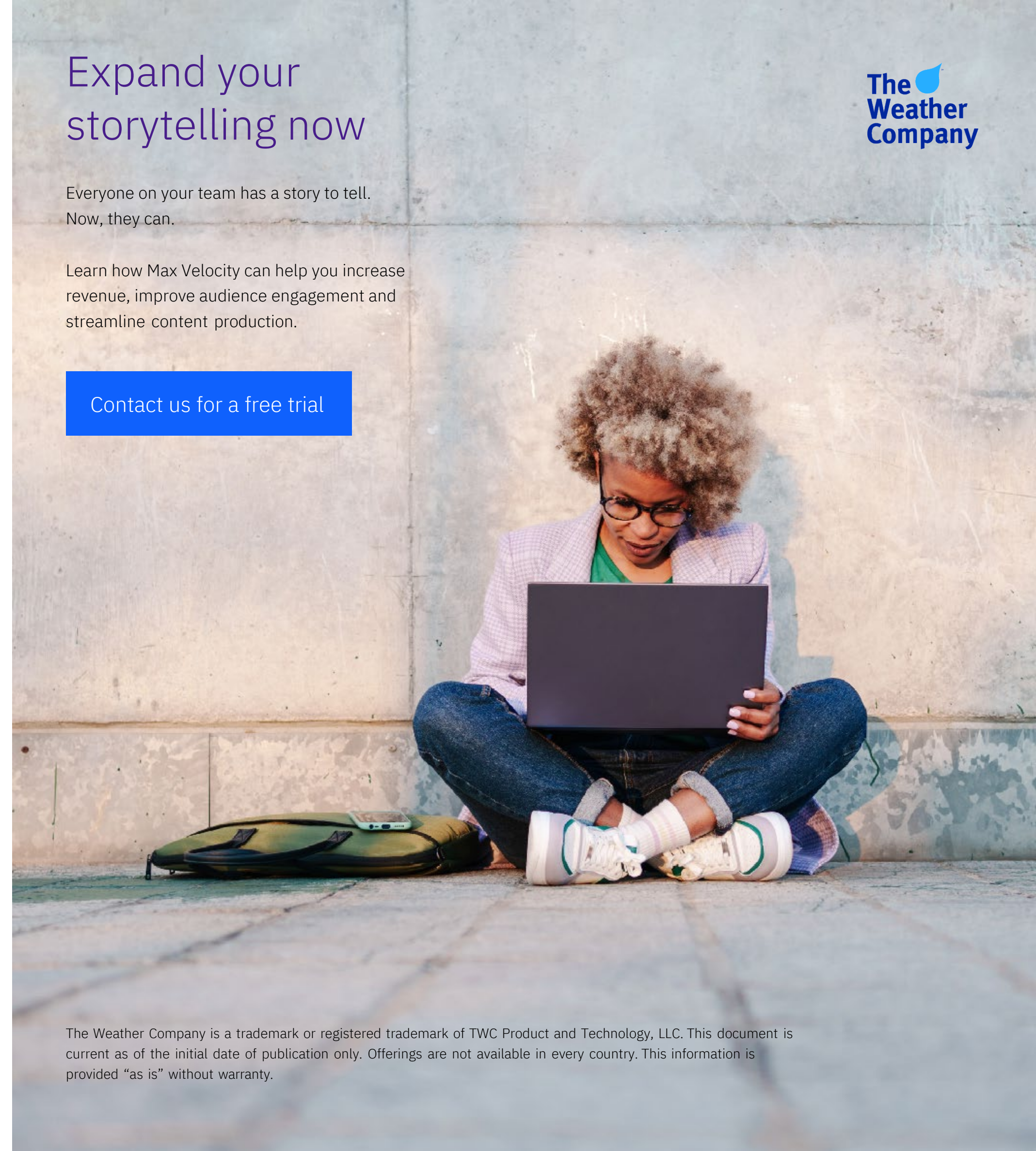
Speaking of maps, you can switch between different map styles with the click of a mouse and select weather overlays such as what the weather feels like, cloud cover, precipitation, temperature and more.

Expand your storytelling now

Everyone on your team has a story to tell. Now, they can.

Learn how Max Velocity can help you increase revenue, improve audience engagement and streamline content production.

[Contact us for a free trial](#)



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