



SHOOT BRIEF

Vintage Technology

Keyword Code: **VINTECHAPRIL18**

Besides clients using images of vintage technologies to compare an outdated feature to a more advanced and modern product, a growing number of people are using analog technologies that possess qualities that are absent in digital formats. It's not too rare at all to see people using 8mm movie cameras, listening to vinyl records, or playing pinball machines in many contemporary commercials and films.

Shot List Thought-Starters:

- Rotary Phones
- CRT Television with Antenna (Rabbit Ears), Rotary Channel Selection
- Computers from the 1980'S - CRT Monitors
- Pinball Machines
- Jukebox
- Satellite Phone
- VHS Tape and Player
- Reel to Reel Tape Recorder
- Transistor Radio
- Tape Recorder
- PDAs
- Walkman with Cassettes
- Dial Up Modem
- Zip Drive / Floppy Disc
- Poloroid Cameras
- 8mm Cameras
- 8-Track Tape and Player

Suggested Keywords: Entertainment, Vintage Technology, Retro, Communication, Antiquated, Antique, Connection, Outmoded

Vintage Technology

Typical Users: Food and Beverage Companies, Internet Services, Television and Technology Manufacturers, Cable Companies, Telecommunication Companies

Pro-Tip:

There are a few ways to approach this concept, such as a product or tabletop shoot without talent, or adding a vintage tech prop to a contemporary business or lifestyle shoot. Adding a simple prop is an easy way to get more variety out of your shoot. Switching out a smartphone with a rotary phone for a shot or two is worth the effort.

Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

Submission Checklist:

- Remember to tag your clips with the keyword code: **VINTECHAPRIL18**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

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