

## Video production services in Melbourne

Videography, or the art of videotaping, editing, and distributing a finished video product has come a long way since it was first introduced. It is no longer limited in style and distribution. Today, using television, the web and mobile phones as media platforms, videography covers anything from television productions, commercial videos, as well as corporate and event clips. Even amateurs will launch their short films on the internet to impress a curious audience or to jumpstart their career in the 'moving picture' business.

With all the technological advances, twenty-first century businesses have to be inventive to reach their consumers and followers. The old advertising ways of newspaper ads and radio announcements are no longer as effective as they once used to be, simply because people spend more time now with their now electronics devices, then reading boring papers, or listening to radio advertising. Although many companies still use traditional ad campaigns, it is often more effective to use a mix of media options, including video productions on the internet.

Australian businesses have a tremendous choice of good video production companies to choose from. Those located in the Melbourne area especially, will have no trouble turning make-believe into reality, and creating authentic video clips that will take the virtual world by storm. In no time, your brand name will be on everyone's lips, and your sales will spike like never before.

If you can choose where to produce an affordable, yet competitive [video production Melbourne](#) should be your city of choice. With video and media production companies like Orion Media, state-of-the art equipment, and professional staff at your fingertips, you cannot but be successful.

Any top business owner or manager will vouch that promoting merchandize and services through sensational video productions is the key to becoming a familiar household name. It is one of the many reasons why so many companies modernize their advertising campaigns and hire a green room studio to shoot their video clips.

Melbourne is known for its reliable and high-tech video studios. That should come as no surprise as these green screen studio companies offer anything from a large selection of talented actors of all ages, experience and ethnic backgrounds, to a modern sound proof recording booth with multiple microphones. They can also provide skilled screen writers, producers, directors, as well as makeup artists, cameramen, gaffers, and a complete lighting crew. Of course, you should also be allowed to bring your own staff to the facility, which should comprise a prestigious meeting area, dressing and makeup rooms, a kitchen where refreshments can be prepared, and adequate parking.

A studio manager should be at your disposal to help you with the shoot preparations, assist you until you are familiar with the lighting grid, and provide a health and safety briefing. This supervisor should also verify that the lighting rig is set up properly by the time you arrive, and that the props you requested are on the set.

Not all film studios are the same, so before making your final decision about who you want to trust with your exclusive video production in Melbourne, read reviews and check references thoroughly. Your success may very well depend on it.

## About the Author

Orion Media is a state of the art [video production](#) company in Melbourne. [video production Melbourne](#) is a competitive space, however Orion's technology and know how is a cut above the rest.

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