

# acidcam



The Acidcam Experience  
Quick-Start Guide



Possibly, one of the most confident names  
a camera could have -  
Acidcam UltrachromeHR is the promise of  
a Heightened Visual Experience.

Would you? Could you? Name a product - *that*?





What were they thinking?



**The Concept**

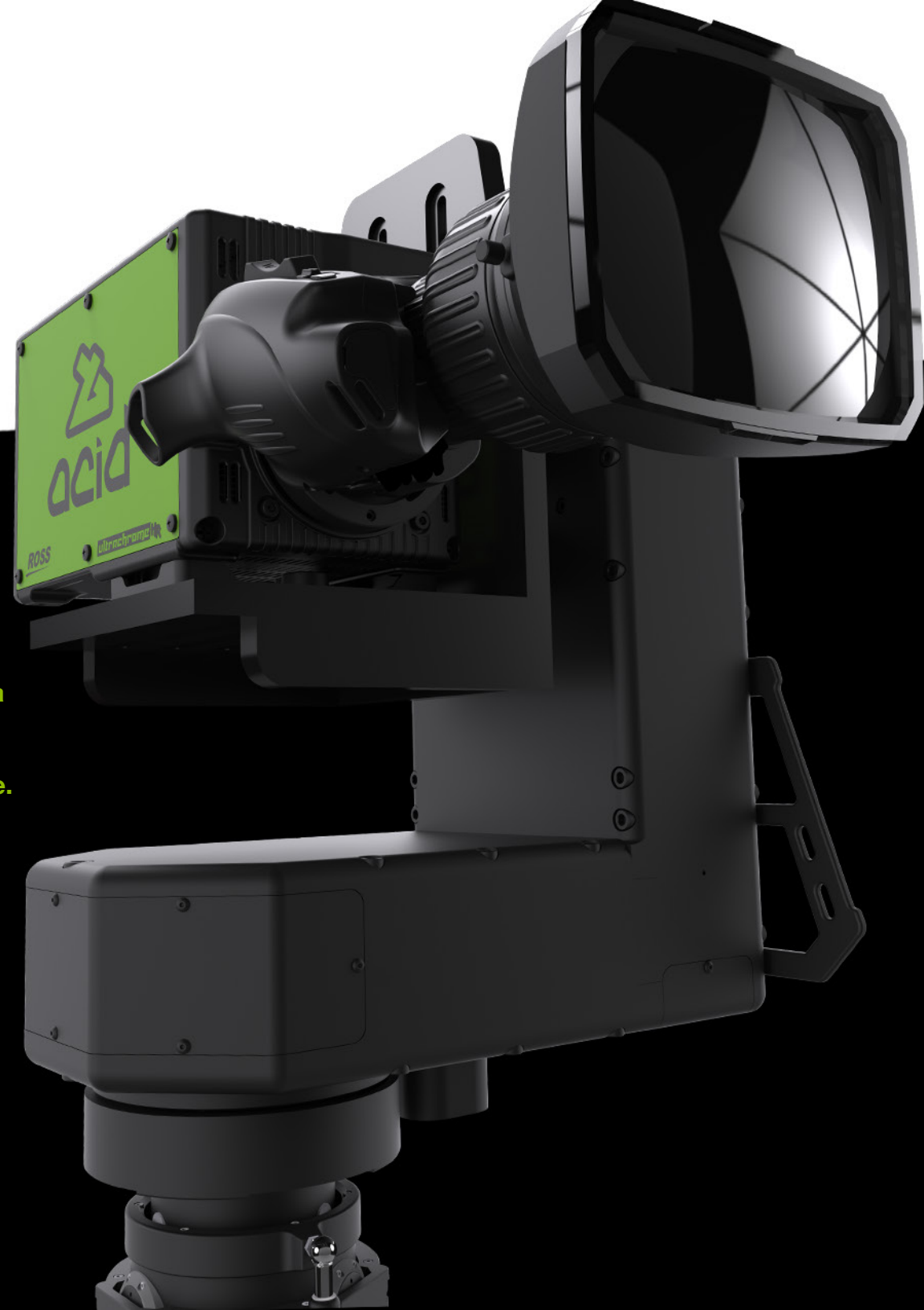
When someone sees something so visually stimulating, so unexpectedly cool – even I have suggested... “Whoa! That was a (Acid) trip!”.

**Ultimate Goal**

Attract an enthusiastic fan-base that identify with, or, would like to adopt Ross’ confidence in the name as being within their own personal comfort limits. A movement of enthusiasm that spills over into the perception of the entire company - **A bold statement indeed.**

*“Acidcam UltrachromeHR technology precisely targets and dissolves the background, creating finely-etched visuals.”*

**Acidcam delivers the promise of a heightened visual experience and highest-quality re-imagination of what a composite should look like. A camera built to handle today's production challenges.**



*"...aaannnnd we're on Acid in 3, 2, 1... Go!"*

#### **The Look and Sound of Edgy**

Backed by a name-hook that, in a best-case-scenario, becomes a production buzz term - The marketing support is intended to be clever & hip, with the conclusive perception, left to the eye-of-the-beholder.

#### **Product Name**

The preferred method of spelling and pronunciation is Acidcam. ACID Cameras and simply, Acid, are also acceptable.

#### **Product Look**

A chroma keying environment was the driving force behind the color as it remained a constant throughout the creative process.

From the black, "keyed-out" screw heads, to the chroma green finish they appear to pop-out-of - Acidcam screams keying at first glance.

#### **Collateral > Video**

The use of a confident, tough-to-key, talent, and photographers using DSLRs to still-photograph the talent, or is it the, new, Acid Camera they are taking in? Acidcam is portrayed as the REAL video camera it is - inviting producers and prosumer DSLR buyers alike, to step-up to a camera that is up to the task of producing broadcast quality visuals.

The trip through the camera, where the magic happens, and the glowing output followed by a composite image demonstrates the excitement and simplicity one would expect from this purpose-built camera.

The stock audio track is called "Sidewalk Talk" - It is licensed for the Keynote, including posting to Youtube, as well as our web presence. Any other usage may require filing cue sheets.

#### **Collateral > Everything Else**

Shorthand launch brochure, web clips and still images reinforce the bigger-than-life impact dropping Acidcam into a production can have.

*This launch is sure to create a **buzz** in the industry.*





# 4:4:4

## OWN EVERY PIXEL

### 4:4:4 | Own Every Pixel > Tagline

The previously unaccountable pixels at the fringe or matte of detailed areas are now precisely controllable for a much more refined look today's virtual productions demand. A competitive advantage rivaled by none at the moment.

| A HEIGHTENED VISUAL EXPERIENCE.

### A Heightened Visual Experience > Brand Promise

Sets expectation and turns the creative mind free.



Keynote Launch Video

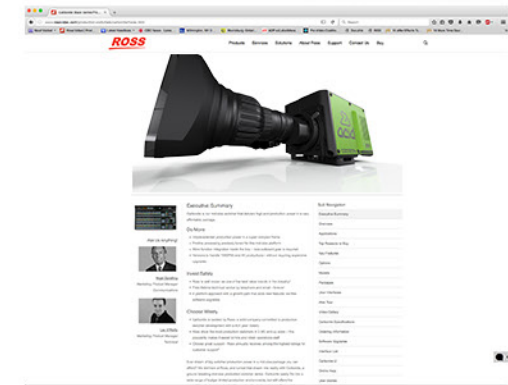
## Acidcam Launch Package.

### NAB SWAG Tees



NAB Launch Brochure / Ad Campaign

### Website / Social Graphics and Clips



Large Back lit Booth Signage

### ACID Shipping Cartons (on-hold)



ACID Shipping Labels (Re-purpose Cartons from Hitachi)



acid  cam



**ROSS**