

Systems Video Content Guidelines

General:

- All partner-produced videos containing QSC product information must be approved by QSC Marketing prior to release. Any concepts that stray beyond a simple product review must be discussed with **QSC Marketing and your regional QSC Sales Director** to get a shared agreement on concept, tone, execution and deployment.
 - o (Live Sound: Ray van Straten – ray.vanstraten@qsc.com ; Systems: Patrick Heyn - Patrick.heyn@qsc.com; Cinema: Mark Mayfield mark.mayfield@qsc.com)
- The video must adhere to the strict visual principles described in our brand guidelines.
 - o https://www.qsc.com/resource-files/rep/brandassets/q_rep_brand_standards.pdf
- Use language and situations that elevate are uplifting to the QSC brand.
- Only use high resolution imagery found of QSCrep.com. If you can find the image you are looking for or need something custom, consult with the QSC marketing for assistance.
- Never stretch/distort an image with a QSC product or logo. Again, if you need a custom ratio created, consult your QSC marketing team.
- Never convey erroneous information regarding specs and feature. Be cautious not to convey product/software practices that are not grounded in fact and approved by our Application Engineering team. QSC Marketing will fact-check all videos and may ask for corrections prior to release.
- Humor is a great tool for captivating an audience, and QSC is no stranger to this effective device! However please exercise heightened sensitivity when going down the route so as not to offend people or position the QSC brand in a poor light. When in doubt, contact QSC Marketing and have a discussion about the concept prior to production

Live Streaming Events (Facebook Live, Livestream, YouTube Streaming, etc)

- Before conducting any live streaming events, please contact your regional QSC sales director AND QSC BU Marketing director to review the topics, concepts, dates. We can help promote it, and ensure that the content aligns with brand guidelines and priorities.)
- Never discuss pricing or unpublished new product launch dates in live streaming events.
- We would prefer that members of our QSC application engineering team AND Marketing Team join the broadcast whenever possible.