VMWARE FUSION™

The most seamless way to run Windows on your Mac.

My Switch to VMware Fusion Video Contest Details

This document contains all the details you need to document, post, and submit your contest video. In addition to contest requirements, we've included helpful hints to help you on your way!

Let's make a movie about switching to VMware Fusion!

The goal of this contest is to help our users share outwardly the success they've gained by switching to VMware Fusion. The contest is inspired in part by Apple's original "Switch" series back in the day, but in a more organic fashion. We want our awesome users to be able to share with others why they switched and help us spread the word about VMware Fusion at the same time. **Note**: To qualify for the Team Fusion t-shirt and MacBook Air giveaway, a "good faith" effort to follow the guidelines is required, so please check out this document!

This is about *your* story, and we want this to have your personal touch. As such, this guide is provided to help you make a compelling, concise telling or your story with panache! The secondary goal of this guide is such that when we feature all these wonderful videos on our "[Switch to Fusion](#)" page, they all "hang together" with a similar [look](#), [feel](#), and [style](#)—but with your individual flair as well! This is something where we tip our hat to Apple, who does a [great](#) [job](#) at [that](#)!

· **Length**: Make sure to keep the video under *one minute*. Microchunks of video do best on YouTube, so be sure to keep it short and sweet!

· **Music**: Such that the videos "hang together" we've chosen a freely available, freely licensed track for everyone to use: "Tour Bus Long" from the iLife Sound Effects library. If you have iLife installed, this is the preferred track (such that we can achieve that "Apple-like" soundtrack consistency). If you don't have iLife installed, this isn't a deal breaker, but if you can use "Tour Bus Long" please do.

· **Plotline:** Again, these are guidelines, but for the sake of clarity and consistency across the videos, we suggest the following sequence:
1. Introduce your Mac, (e.g. "This is my Mac", with a pic or video of your baby!)
2. A description of why you need to run Windows, Linux, etc. What apps, what peripherals, why you need virtualization to help you do what you do.
3. How you *used to* do this before you switched to VMware Fusion! What tools were you using to do this before?
4. Why you switched to VMware Fusion. What was the problem before? Why did VMware Fusion solve that problem?
5. How you're liking VMware Fusion now, and how it helps you do what you do!
6. Big Finish: We'd love everyone to finish with a headshot, and the tagline "My name is [Your Name, e.g., Pete Kazanjy] and I switched to VMware Fusion."
7. Fade to black with the URL, vmware.com/switchtofusion

Video contest 1, 2, 3!

1. Make Your Movie!
Following the instructions provided in this document, create your "My Switch to VMware Fusion" video masterpiece.

2. Post It Up!
Post your video to YouTube, and then embed it in a blog post. It can be your blog, your friend's blog, a brand new blog—just get it online!

3. Tell Us You're Done!
Return to the "My Switch to VMware Fusion" Video Contest page, and submit your information! Don't forget your t-shirt size!

Success!
You're done! Bask in the glory of your creative genius!

vmware

Let's post your video!

The next step is to get your video up on YouTube.

These requirements are here to make sure that your video is easily findable on YouTube, and allows us to link to it on the "Switch to Fusion" page when the contest is over.

- **YouTube Account**
  First, you need a YouTube account. If you don't have one, they're free, and you can get one by going here: http://youtube.com/signup

- **Video Title**
  We'd like video titles to conform to the style "My Switch from [previous software] to VMware Fusion."

- **Video Description**
  We'd like your video to link back to the "Switch to Fusion" minisite, so please include a link to http://www.vmware.com/switchtofusion as the first thing in the video description section (you have to include the http:// or it doesn't work on YouTube. We've tried!)

  Also, throw a quick description in there about what you used before, and why you switched. Doesn't have to be a novel, but some info is good!

- **Tags**
  This is *REALLY* important for us to be able to track the videos and showcase them properly on the "Switch to Fusion" minisite

  Please be sure to add the tags to your video: "switchtofusion" "vmware" "fusion" "[name of previous software], (e.g. "Boot Camp" or "Parallels" or "VirtualPC")

Let's blog it!

Once you have your video up on YouTube, let's get it on the web, in a blog post!

Don't have a blog? No problem. They're free over at Blogger: https://www.blogger.com/start

- **Post Title**
  Like your video masterpiece on YouTube, title the post "My Switch from [previous software] to VMware Fusion"s

- **Video Embed**
  Now that your video is up on YouTube, you can embed it anywhere on the web! Go ahead and embed it in your blog post. Just go to the video's YouTube page, and look on the right side for the area that says "Embed", and paste that code into your blog post .

- **Description**
  Short description of why you need Windows, Linux, etc. on your Mac, what you were doing before VMware Fusion, and why you switched.

- **A Link Back to Us!**
  Be sure to link back to the "Switch to Fusion" minisite [http://www.vmware.com/switchtofusion] in the context of why you switched.

  E.g, "I switched from Virtual PC to VMware Fusion because I got a great new Mac Pro, and want to run dual-core virtual machines!"

  Or "I switched from Parallels to VMware Fusion to run Visio and MS Project, on my Mac."

Report back!

When you're all done, we want to get you your t-shirt, bumper sticker, and get you in the running for the MacBook Air.

Come back to the "My Switch to VMware Fusion" Video Contest page, and submit your contact information and the blog post where your shiny new video resides, and we'll check it out, and get you your t-shirt and bumper sticker!

Helpful Tools

These are the readily available tools that the VMware Fusion team has found helpful for when we make videos on our Macs.

1. **Digital Camera**: Great for pics and video of your Mac, you, etc. Even a cell phone cam can work!

2. **Your Mac's iSight and Photobooth Software**: Photobooth (included on Macs) is great for portrait video of you talking to the audience.

3. **Screencast/cap Software**: SnapzPro, ScreenFlow, and Jing are all great ways to capture video or stills of what you're doing on your screen to put into your video.

Showing the audience what you're talking about by showing them is a great way to make a compelling vid.

4. **Editing**: iMovie has always been great for the Fusion team in creating demo videos. Final Cut Express and Pro are great too, if you have it them.

Production Tips

These are the hard-learned lessons we've gained while coming up the "lightweight video production on a Mac" learning curve.

We would be remiss not to share them.

1. **Showing is Better than Telling!**

Screen caps and screencasts with talking over them are a great way to show the viewer what you're talking about. Snapz Pro, ScreenFlow, and Jing are all great tools for this.

2. **We want to _hear_ you!**

Make sure you master the music in your video (i.e., how loud the music is), such that it doesn't overwhelm what you're saying. We want to hear your voice!

E.g. Fade the music down when you are speaking, and fade it up, during sections of no speaking.

3. **Look at the viewer, not yourself.**

When using Photobooth and your iSight to record video of your narrative, be sure to look at the iSight camera, and NOT YOURSELF on the screen.

This is really hard to do, but makes the result much more engaging, because the viewer sees you, talking to them. Much more personal.

4. **Photobooth Software Tips**

When using Photobooth to record yourself, make sure to quit other apps, as it will make the capture smoother.

5. **Prep Your Script**
Writing out what you're going to say, ahead of time, really makes it a lot easier. It'll take fewer takes to get what you want, and your delivery will be that much smoother.

6. **Lighting**

Make sure you're well-lit when using Photobooth. We want to see your smiling face, and it's easier when there's more light.

7. **Have fun!**

Mix it up, be creative, excited, funny, and conversational. The best videos are the ones that are fun to watch, and those are usually the ones that are fun to make too!

Those are the tips we have! Go forth and make great vids!

vmware·