

Wedding Memories to Cherish and Share for Years to Come

Elaine Laurie has spent most of her life behind a lens. She is a Master Member of the Institute of Videography and established E & E Videos, a successful wedding videography company, back in 1985, when most people considered a video memento of their special day a luxury.

Keeping up with the digital revolution, Elaine decided to channel her experience, skills and knowledge into a new company, offering a range of up to date services including computer editing and DVD production and conversion. She has recently launched her new website www.digitalvision.co.uk.

In just twenty years videography has advanced with alacrity and so have people's expectations. Now every couple expects to have a video memento of their wedding day.

Wedding Video by ... ?

With the digital sales boom and vast availability of low cost equipment, almost everyone owns their own camcorder. As a result, some couples decide not to hire a professional videographer to shoot their big day, opting for the kind gesture from a friend or family member, who has offered to film everything with their latest gadgetry.

But picture this ... that friend, auntie or uncle is nowhere to be found when the lights dim for the first dance, and having forgotten to fully charge their camcorder battery, has failed to capture most of the day's special moments.

Elaine says, 'If I had a pound for every couple who said they wished they'd asked me to shoot their wedding professionally instead of leaving it to uncle so-and-so with the camcorder, I would be a very rich woman'. *If only* are hard words to utter when watching an unpolished set of wedding clips that don't capture the true atmosphere of the day.

Straighten that cravat!

Elaine has a penchant for polished, stylish videos; a keen eye for detail and a zealous streak of perfectionism.

Digital Vision offers you a professional, reliable and flexible service for your special day.

Elaine says, 'Obviously I make sure that that the footage I am shooting is top quality, the lighting and sound are right and that technically everything is perfect. But it's those little added extras that make the difference between a *good* wedding video and a *top notch* one. A straightened cravat; a tucked in shirt; hair in place; buttonhole sitting pretty; no bits and bobs peeking out of pockets. I have a passion for perfection! I am very fussy and I take my time, but I have never had any complaints when couples see their finished wedding day video!'

Every wedding has its important events and they all need to be captured in their entirety. It is only a professional videographer who will make the most of these moments, capturing facial expressions and emotions not only of those in the spotlight, but also other guests. Close-ups can enhance special moments. For example, an emotional tear shed, a glistening cake knife caught in the light, shared laughter, children frolicking in the disco lights.

Elaine feels it is highly important to film certain scenes unobtrusively. 'When I am asked to take footage of receptions and evening parties I use a small professional camera so that I can mingle in with the guests. I know from experience where to be and how to be discreet. Guests often don't know I have been in amongst them until they see themselves on the final video.'

The Biggest Day of Your Life

Digital Vision completely tailors the wedding video filming service to suit the bride and groom's wishes. Of course, Elaine can make suggestions if asked, but all in all she simply wants to ensure the wedding video is as special as the day itself and something couples and their families will cherish for years to come

Before the wedding Elaine visits all her couples to fully discuss their video requirements for the day and go through a checklist to make sure nothing is missed. She encourages couples to write down as many requirements as possible in advance to make sure she is fully prepared to capture everything desired.

More than just a wedding video

Once the wedding day has been filmed, Elaine puts her expert post-production and editing skills into action. She spends hours editing and arranging to make the perfect wedding day film.

The final wedding video doesn't just have to include the footage of the day. Elaine says, 'Many couples love to add snippets from any other videos or cine film they have. Childhood footage of the bride and groom is always a popular choice. It's a great touch to add a slideshow of photographs and even scan the wedding stationery in and include that too. All these things give a personalised touch and make the video into something really special that can be enjoyed and cherished by the couple and their friends and family for years to come.'

Share your Memories across the Miles

Many couples have friends and family abroad and wish to share the memories of their special day with them. But of course, not every country uses the same viewing system as the UK. However, that's not a problem according to Elaine. 'We can convert into most foreign formats, it's not a problem. Just tell us the destination country of the video and we'll do the rest.'

Digital Vision: at your service for all your videography needs

Digital Vision offers a range of videography services including of course coverage of weddings, but also Bar or Bat Mitzvahs, other celebrations, special occasions and corporate commissions.

Whatever the celebration, Digital Vision can be there to capture it on film and then prepare stunning footage and record onto a video or DVD that everyone will want to watch over and over again.

Elaine Laurie also has a vast amount of experience in converting and editing all kinds of film including cine, VHS and DVD as well as worldwide conversion.

Digital Vision is a member of the Institute of Videography (IOV). This is the industry's regulatory body which was established in 1985 to outline certain standards and expectations to ensure complete customer satisfaction.

Elaine offers no-obligation estimates and looks forward to discussing your videography requirements, whatever they are.

Contact box

Telephone
E-mail
Website
Address

Notes for editor

1,034 words including title and subtitles but excluding contact box

Written March 2007

Contact: Elaine Laurie mail@eandevideos.co.uk