

VISIONAIR



Australian Government
Civil Aviation Safety Authority

The Guide to Unmanned Aerial Vehicle Drone Services



About Aerial Photography

Sharing your business success is one of the most powerful ways you can capture the attention of new and existing clients, and here at Visionair Media, we specialise in helping you create unique visual packages to do this.

Using our state-of-the-art aerial technology our professional pilots can legally and safely develop excellent videos and photos to showcase your business from a new angle. Our customers have loved this new communication trend, which has lifted their marketing approach to new levels - literally!

Why Choose a CASA Certified UAV Licensed Operator?

The CASA Government Lead Aviation program is world class and provides authority for Visionair pilots to fly in a variety of environments for commercial purposes. This isn't the case for unlicensed operators, who in all cases cannot use professional equipment due to regulations, resulting in lower quality results. If hiring an unlicensed operator, it can also lead to you and your company being liable for injury if something were to go wrong. Hefty fines and prosecution could result.

Planning your Aerial Photography or Video: The Visionair Guide

At Visionair Media we have catered for many clients and have produced plenty of stories, so the following should provide you with some useful insight when it comes time to plan your aerial masterpiece.

First of all think of your audience. Is this marketing material or story going to be presented in a specific place to a defined age group? Once you have determined this, the rest of the process will flow with ease, keeping your audiences needs at the forefront of your production.

Next, imagine the sort of images or footage you would like to see. Put down your ideas into a shot list to help develop a storyline. Use pictures or video on the internet to help inspire and generate some ideas, however if you get stuck at this point, give us a call, and our friendly team can help develop your ideas and assess your needs.

Once you have the story, some logistics require some thought. For instance, location, obstructions and weather.





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Why Visionair?

At Visionair Media our industry-leading technology has gained the attention of multitude industries including, commercial, industrial, real estate, government, marketing, tourism and events.

One of the reasons we have many repeat clients in these industries is due to the fact we do things professionally in all areas including operation, flight, insurance and risk assessment.

Since the inception of Visionair Media, we have only employed experienced CASA Certified professionals to pilot and additionally compose your required vision. Having this highest level of Aviation Certification covers both parties for public liability giving you full peace of mind that everything will go according to plan, unlike if you were to use an unlicensed, amateur drone operator.

The technology and processes we adopt are class leading. We use professional DSLR and cinema cameras on our custom-built flying platforms, to deliver the best quality footage and photographs. Secondly, after careful flight analysis and risk assessment, if our safety plan doesn't allow for flight, unlike most operators, we can employ our unique site-reach equipment from the ground ensuring laws are followed to achieve the desired shot in any given situation.

Scout for a great location. If what you want to showcase isn't fixed to an address, think about shooting at a vibrant colourful location. Enhance your aerial imaging by sourcing eye catching locations. Importantly, think about obstructions you may face, which can include buildings and people.

Research the weather in the area, because after all, you should be capturing footage that is in the best light. Editing footage can work like magic, however good weather can really enhance your production. Just make sure you have a 'Plan B' up your sleeve, in case of bad weather!

To tie things all together, these variables should be defined in your creative plan. Think about what safety measures that might be needed. Finally, think about the editing process, will you need the video resized to be web ready or does the end product need a particular logo included, do you require an introduction? Again, here at Visionair Media, we can help you design your shot based on a wealth of experience so don't be afraid to pick up the phone or send us an email outlining what you want, we are indeed here to help.

What's next?

Being an Australian based commercial imaging company specialising in aerial video and photography, Visionair Media is here to assist your project needs no matter what the job.

We encourage you to visit our informative website to learn more about the extensive UAV services on offer, or better still, feel free to give us a call on **1300 55 70 99** to chat about your unique upcoming project.

Visionair is also able to provide consultation to provide expert advice for your upcoming project. We look forward to speaking with you soon.

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