

ZOOM AND VIDEO

with Style



WEBEX DESK CAMERA 4K

Lighting That Adds Emphasis to Zoom and Video Meetings

By **VILMA BARR**

Even though offices are opening up again, people are continuing to work from home and may continue to do so for the foreseeable future. For designers' own purposes, or for clients who wish to ramp up their electronic images across the internet spectrum, advice from a professional lighting expert will enhance both the visage and the surroundings, at home or a traditional business setting.

"We try to eliminate all of the distractions in the way of face-to-face conversing, improving the lighting and the space around the speakers," says Josh Gillick, creative director at Webex, an electronic conferencing service agency. Gillick suggests that a few pieces of well-placed accessories can help establish some personality and interest. In his own home office, the background includes photography and small pieces of artwork.

Professional filmmakers say that the best place to sit is facing a window so that the whole face is lit, with a simple back with depth behind. If there isn't a window close by, or not of a size to emit sufficient light, there are techniques available to re-create this scenario. If the space has natural light, they should have curtains or other window covering to control the amount of light being emitted.

- Fixtures that are free standing, attached to tripods, or that clip onto the frame of a computer screen are available with incandescent, fluorescent, or LED output. Installing high CRI LED lights comparable to a 60W into a desk lamp and pointing the lamp to a wall in front of the speaker produce an even coverage.

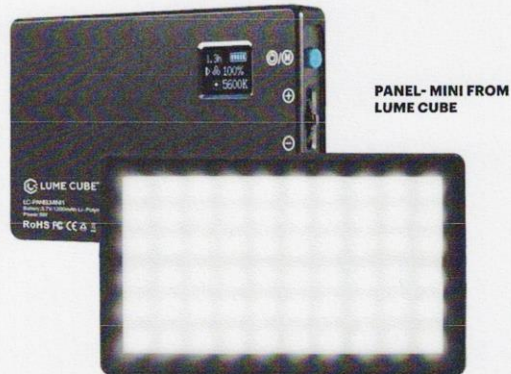


EMART PHOTOGRAPHY SOFTBOX LIGHTING

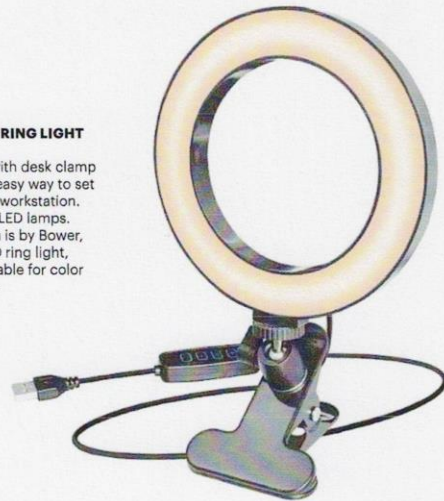
Studio Softbox. The EMART photography softbox lighting kit, #4331906965, takes a 45W dimmable LED with 2700K and 5500K settings. Reflector comes with diffuser.

- Ring lights, clip-ons or with table-top or floor-mount stands, are an affordable option. Professional studio production coordinators typically favor a brand with a 96 CRI that is dimmable. To prevent reflection in the eyes and glasses, the light can be angled slightly to one side, above the speaker's face, or moved further away. Ring lights help to dispel shadows from overhead lights found in many office buildings.
- A camcorder light that is small enough to light off-site meetings and other events for those whose responsibilities keep them on-the-go. The Pocket LED RGB video light from Boling features a built-in 360° mount and is battery operated and has adjustable color temperature settings.
- Softbox Lighting Kit. The EMart Photography Softbox Lighting Kit adapts sophisticated lighting equipment that is standard for studio professionals but here designed to be adaptable for personal set-up users as needed. "Soft boxes help smooth out the image, getting us the 'pro' look we're going for," observes Cy Eaton, Global Development Director for Traxon e.cue. This version consists of a 29.7 x 8.5 x 9.4 inches nylon shade mounted on an adjustable tripod. Illumination is supplied by two 45W dimmable LEDs. A diffuser is supplied for model #4331906965.
- Microphone Kit. If the zoom conference requires any of the participants to move from their desk or conference table chair during the meeting to cite a graphic or product, Eaton prefers the audio quality supplied by a Lavalier lapel microphone kit. He rates built-in microphones as "O.K, but may pick up an echo or background noise. A wired lapel mic drastically improves quality and clarity of the audio feed."
- LED panel lights. Led panel lights can add another light source to a space, in lieu of or in addition to a desk lamp. From the numerous options on the market, Webex's Gillick has preference for a model with adjustable color and brightness. "For maximum flexibility, pick a style that can connect to Wi-Fi so that it can be controlled from the computer or smartphone," he points out. "Consider the size of the space for the installation of a panel light," he notes, such as a high-quality, smaller option like the Panel-Mini from Lume Cube.
- Webcam. "The default camera that is built into a laptop may not cut it," is a critique voiced by sources in the lighting and communications industries. Getting the lighting right in a space where business or other professional activity is being carried out, they believe, is part of the battle. A poor-quality camera may not project the image that the user wants to achieve. They advise investigating into an investment of a high-quality external webcam that support excellent video and Zoom transmittal in various lighting conditions. An example from Webex is the Desk Camera 4K.

Whether working from home or the office – or both – good lighting means good communication, making the most of opportunities to connect with colleagues, customers, and clients. This integration of a well-lit space into an operating communications platform has become an accepted contribution to a firm's success. ■



PANEL-MINI FROM LUME CUBE



THE BOWER RING LIGHT

A ring light with desk clamp is a fast and easy way to set up a lighting workstation. They accept LED lamps. Model shown is by Bower, #BB-CL3. LED ring light, 6W, is adjustable for color temperature.



BOLING BL-P1

LED pocket-size panel light. Boling BL-P1 RGB LED full color camera can also travel for out-of-office sites for video and zoom. By bouncing the light off a blank wall, a flattering soft light is produced.

