

## **Did You Know?**

### **Jigabot EX Bot & Software**

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August 14, 2022

### **The Importance of Camera Motion**

Video that includes motion can be more engaging to the brain and emotions than still images or text because motion in video can stimulate multiple areas of the brain and create a more immersive and memorable experience. Enter Jigabot, which enables video motion. Here are some reasons why motion in video can be more engaging:

1. Attention-grabbing: Motion in Jigabot video can grab the viewer's attention and hold it for longer periods of time than still images or text. This is because motion can create a sense of urgency and excitement that draws the viewer in.
2. Emotional impact: Motion in Jigabot video can evoke emotions in the viewer by creating a sense of movement and energy. This can be particularly effective in storytelling, as motion can be used to create a sense of drama, tension, or excitement.
3. Multisensory experience: Motion in Jigabot video can stimulate multiple senses, including vision and hearing, which can create a more immersive and memorable experience. This is because the brain processes visual and auditory information separately and then integrates them to create a cohesive experience.
4. Memory retention: Motion in Jigabot video can improve memory retention because it creates a more engaging and memorable experience for the viewer. This is because the brain is better able to store information that is presented in a multisensory and emotionally engaging way.

Overall, video that includes motion (also called Jigabot video) can be more engaging to the brain and emotions because it stimulates multiple senses and creates a more immersive and memorable experience.

### **Statistics About Videos With Motion**

There are many published statistics related to camera motion (Jigabot video) and its impact on viewer engagement and retention in video content. Here are a few examples:

1. According to a study by Wistia, videos with camera motion have a 59% higher retention rate than videos with no camera motion.
2. A report by HubSpot found that videos with camera motion, such as panning or zooming, can increase viewer engagement by up to 86%.
3. A study by Brightcove found that videos with camera motion have a 13.8% higher

conversion rate than videos without camera motion.

4. According to research by Vidyard, videos with camera motion have a 27% higher click-through rate than static images.

A study by Vimeo found that videos with camera motion, such as tracking shots, have a 10% higher completion rate than videos without camera motion.

These statistics suggest that camera motion can have a significant impact on viewer engagement, retention, and conversion rates in video content.

## **Jigabot Camera Motion**

Jigabot Camera motion can be used to create engaging and interactive video content by adding visual interest and movement to the video. Here are some ways that camera motion can be used effectively:

1. **Panning:** A Jigabot unit moves by swiveling or “panning.” Why panning? Panning the camera horizontally can be used to follow a subject or show the surroundings. This can help to create a sense of movement and can be used to establish a sense of space.
2. **Tilting:** Two Jigabots combine together in a “twofer” configuration, enables both panning & tilting simultaneously and automatically. What is tilting? Tilting the camera vertically can be used to show different levels of a subject or to create a sense of drama or tension. It can also be used to show the height or depth of a subject.
3. **Zooming:** Zooming the camera can be done remotely with IR remote controls with most cameras, while the camera is mounted to a Jigabot device. Zooming can focus on a specific detail or to change the perspective of the shot. It can be used to emphasize certain elements in the frame or to create a sense of intimacy.
4. **Tracking:** Jigabots can be used while in motion such as with a steadycam or camera stabilizer, enabling tracking (following). Tracking the camera can be used to follow a moving subject or to create a sense of movement within the frame. It can be used to create a sense of energy and excitement.
5. **Dolly shots:** Jigabots can be used while in motion on a dolly (cart, skateboard, hoverboard, etc.) Dolly shots involve moving the camera towards or away from the subject. This can be used to create a sense of depth or to show the relationship between different elements in the frame.

Overall, camera motion can be used to add visual interest and movement to video content, making it more engaging and interactive. However, it is important to use camera motion effectively and purposefully to avoid distracting the viewer or taking away from the content of the video.

## Swivl is Jigabot's Education Market Competitor

A Swivl\* robot is a tool used for video recording, specifically for educational or training purposes. It consists of a motorized base, a marker (which is worn by the person being recorded), and a mobile device holder. The robot uses the marker to track the person's movement, which allows the mobile device to stay focused on the person, even as they move around. This results in a high-quality video that captures both the speaker and any visual aids they are using, making it a popular tool for remote learning and training sessions.

Jigabot is light years ahead of Swivl's tracking robot. There has been one comprehensive comparison of tracking systems to be used in all industries. In 2020, *MarkusPix* (90K subscribers) did a review of all tracking devices. Over 60K viewers have seen the resulting video. Guess which device he found to provide the most accurate indoor tracking? That's right: Jigabot.

\* Swivl may be a trademark or registered trademark of its respective company.

## Jigabot Robots Do More than Swivl... and Do it Better

Jigabot does all of what a Swivl robot can do, plus a whole lot more:

1. Jigabot's robot can prompt by aiming a screen than can be a small TV, a PC monitor, a Laptop, a tablet towards a subject:
  - Students with the news or weather (using a teleprompter with streaming phone)
  - Administrators with their message (using a teleprompter with camcorder)
  - Student-actors with their lines (PC monitor)
  - Teachers with those difficult to remember facts (using PowerPoint on a laptop)
  - Student body leaders interacting with each other at a student assembly (PC monitor, a separate one for each of the 4 student leaders)
2. Jigabot's robot can illuminate (by aiming a spotlight or laser pointer):
  - Students on a stage
  - Administrators in assemblies
  - Student RF cars in a competition
  - Choir director at a concert
  - Cheerleaders at an assembly
3. Jigabot's robot enables you to:
  - Demonstrate Dance moves,
  - Show Basketball basics,
  - Display yoga techniques,
  - Track Soccer Ball dribbling,
  - Stream a fencing match,
  - Broadcast a hockey game,
  - Exhibit an ice skating routine,
  - Track skateboarding skills,
  - Track marching band section leaders
4. Jigabot's robot can track better: even if a subject turns around to dance, skate

with a partner, or walk to a whiteboard, the Jigabot will follow them—even if a subject moves 10X further away than a Swivel can track

5. Jigabot's robot can do more: it can work with any mounted camera (not just a mobile device); Jigabot can work with phones, tablets, laptops, cameras, camcorders, broadcast cameras, cinema cameras, etc., for any budget or existing equipment
6. Jigabot's markers (that a person wears) are uniquely small and unnoticeable, a person doesn't have to wear a big "lanyard" around their neck

## **Multiple Jigabot EX Bots (cameras, lights) Can Track a Single Subject**

Get professional quality broadcasting:

- Any number of robots can aim cameras from any number of complementary angles at a subject, enabling live or post-production cutting of footage together in very interesting and professional ways;
- Any number of robots can aim lights at a subject, in order to enhance the quality of the video: use a key light, use a fill light, use a "kicker" light behind the subject.
- A "boom mic" can be aimed at a subject, in order to get important ambient sound for professional production or post-production

## **Multiple Jigabot EX Bots Can Track Multiple Subjects Simultaneously**

Get professional quality broadcasting & grand event footage for large screens:

- Up to 4 people can be tracked independently, at the same time, using 4 robots focused on each person;
- Any number of robots can focus on each of 4 people at the same time;
- So Lights, Camera, Action, all from multiple perspectives, with up to 4 people at a time, mixed live to a large screen or projector, or in post-production to a video that shows how "cool your school" is!
- Jigabot robots don't get confused if multiple other subjects are also in frame, each remote follows its own set pattern (up to 4 total), which is also set in the marker or "Dot Driver" as a unique pulse pattern

## **Benefits of Jigabot in K12**

Jigabot is a powerful video coaching tool that can help school principals enhance their observation and feedback process for teachers. With Jigabot, principals can use a robot-like device to record classroom sessions while the teacher is giving a lesson. The robot follows the teacher as they move around the room, capturing high-quality video and audio. This footage can then be uploaded to the Jigabot cloud-based platform, where it can be reviewed by the principal and used for coaching and evaluation purposes.

One of the key benefits of Jigabot is that it provides a way for principals to get a more comprehensive view of a teacher's classroom performance. Instead of just observing a single lesson in person, principals can review multiple videos over time and get a sense of how the teacher is doing on a day-to-day basis. They can also share the videos with the teacher, who can use them to reflect on their own performance and identify areas for improvement.

Jigabot also makes it easier for principals to give feedback to teachers. Using the platform's coaching tools, principals can add comments and annotations to the videos, highlighting specific moments where the teacher did well or where they could improve. They can also use the platform to schedule coaching sessions with the teacher, where they can review the videos together and discuss strategies for improvement.

Overall, Jigabot is an excellent tool for school principals who want to improve their observation and feedback process for teachers. With its easy-to-use video coaching platform and robot-like device, Jigabot can help principals get a more comprehensive view of teacher performance and provide targeted feedback to help them improve.