



## COLLECTION OVERVIEW



Available at Thought Equity : [www.thoughtequity.com/ng/](http://www.thoughtequity.com/ng/) • 866-815-6599





Thought Equity and National Geographic™ have partnered to bring you the National Geographic Collection. National Geographic has gone further and farther than any other production company to capture the world's most celebrated explorations on film. This spectacular imagery has been shot by the most committed and award-winning crews on earth. Enabled by leading technology, Thought Equity provides this motion imagery to fuel your limitless creativity, allowing you to tell better stories and build stronger brands.

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# PRODUCTION VALUE

## AGENCIES

We know you need a distinctive edge to win clients and stand out among fierce competition. The National Geographic Collection is filled with dramatic, impactful and emotive motion imagery that will keep your creativity flowing and help you tell compelling stories.

We continually add to the National Geographic Collection to insure our inventory is as fresh as your ideas. In addition to solutions for traditional media, we offer the most advanced offerings to support your new media productions for podcasts, cellphones and other mobile media.

## CORPORATE PRODUCERS

Showcase your brand with motion imagery from National Geographic that brings out the best in your internal and external marketing projects. The sophisticated and compelling motion imagery provides the richness required to keep your message memorable.

Take total control of your project while staying within budget by choosing from National Geographic's selection of premium royalty free motion imagery. And all National Geographic footage is available instantly online and can be downloaded in any format desired.



## BROADCAST & PRODUCTION STUDIO VALUE

National Geographic producers have traveled the world, invested billions of dollars, and spent decades producing their epic motion imagery....so you don't have to. The National Geographic Collection includes dramatic, impactful and compelling motion imagery in RF and RM sure to fit any budget.

Limited time requires motion imagery options that offer real-time delivery solutions. Whether you are a production studio producing for international audience and need unlimited media rights or a broadcast/cable company looking for fresh playback or establishing shots, you'll find it all quickly and efficiently at [www.thoughtequity.com](http://www.thoughtequity.com)

## FEATURE FILM & DOCUMENTARY PRODUCERS

Thought Equity understands your need for sophisticated techniques and effects that give you flawless shot integration. National Geographic motion imagery is filmed with the most advanced techniques and equipment in the world to keep your production consistent, virtually all motion imagery is film backed.

Complete your production with the industry's most detailed selection of backgrounds, transition and establishing shots. International landmarks and scenic landscapes help compliment your final scene production.



# AWARD-WINNING IMAGERY

## Deliver the World in Your Production

Take your audience on a journey they'll never forget with our rich selection of international culture, lifestyles, art, and customs. Let the magic of travel and human discovery add depth and diversity to your message.

## Educate Your Audience

The quest for knowledge and understanding is brought to life through the unique and engaging footage offered by the National Geographic Collection. Captivating motion imagery from award-winning National Geographic television and film productions showcases scientific discoveries filmed by the world's most renowned explorers, scientists, and researchers.

## Inspire With Nature

Fascinating wonders of the planet are captured in stunning detail and instantly available worldwide. Spectacular motion imagery of wildlife, insects, landscapes, ocean depths and mountain peaks are provided in a wide variety of formats to fit any production need.

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# EFFICIENCY TOOLS

Productivity-enhancing features and services designed to reduce the time and cost associated with delivering world-class productions.

## Efficiency

- Speed View™ provides the fastest previewing technology in the world
- Non-stop Work Flow: Frame accurate comps allow editors to quickly edit and review a project prior to downloading the master file
- Shot Reels: Quickly preview and select clips in the context of a director's shot sequence rather than searching for related clips
- Footage Concierge: 24x7 research assistance and technical support
- The broadest worldwide network of motion content creators
- Really Simple Syndication (RSS) feed for notification of new footage

## Premium Motion Imagery

- The world's finest hand-selected film and HD footage collections
- Largest selection of premium royalty-free and rights-managed footage
- Fastest-growing film and HD library in the world

## Technology

- Assets available in film formats
- HD stored uncompressed
- Transcoding-on-demand so you can get the file size and format you need, when you need it
- Same day tape delivery in major cities
- Online master file storage
- Previews in QuickTime, Windows Media and Flash