



Making films on the go

Mobile filmmaking – The next generation

Moving pictures first appeared just over 100 years ago and since then the technology has been accelerating on an exponential scale. Cameras at that time were large and expensive while the pictures were grainy and black-and-white. Today, you can carry a video camera that's infinitely better in the palm of your hand. And, because it's built into your mobile phone, it adds no extra weight and is with you 24 hours a day.

Mobile filmmaking began with the concept of creating films using conventional video technology for viewing on the much smaller mobile phone screen. But with the advent of video-camera mobile technology, the production of mobile films has added a new dimension to the film industry. Exhibitions and events that encourage and reward the creativity and excellence in these films continue to spring up around the world, recognizing those who take the medium to a higher level.

Mobile filmmaking represents the evolution and growth of both the mobile and filmmaking industries. Filming with mobile phones opens up a wide range of creative possibilities to frame the subject.

Using a video-camera mobile, for example, tighter shots that might not have been possible using larger camera equipment are achievable. Rapid advancements in technology have given amateurs and professionals an easier and more accessible alternative to traditional movie-making methods. Today's high-performance multimedia devices, such as the Nokia N96 that comes with optics from Carl Zeiss, also offer higher quality video imaging and audio capabilities, perfect for the mobile filmmaker.

Personal documentaries, short subjects and other styles typical of classic filmmaking can now be created with mobile phones, allowing for new and creative content that will contribute to the evolution of both the industry and the way this content is consumed by mobile phone users.

While research suggests that more than half of all mobile phones will have video capability in the not too distant future, mobile filmmaking is set to create a new chapter on the red carpet at many world-renowned film festivals around the world.

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