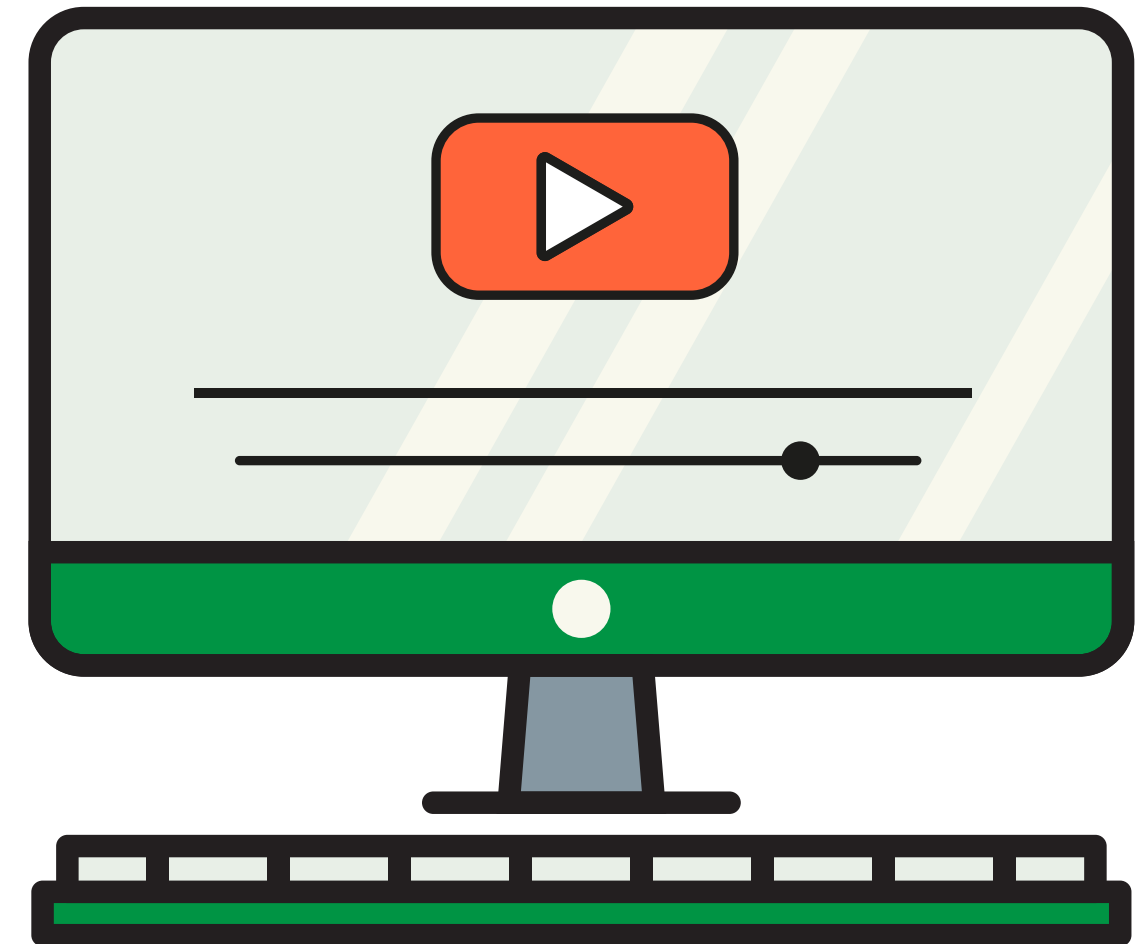


A Guide To Filming And Submitting Your Video Testimonial.

This presentation will help you to film your testimony about Limbic Arc so you can send it to us for professional editing and ultimately sharing on the Limbic Arc website.



Picking a Location

If you are filming a video testimonial, please find a location that allows the focus to be on you and not on the surroundings. Blank walls or natural backdrops free of distractions

Hint – Natural light is always the best. Cloudy days and evening shoots can make capturing good video easier. (Just be sure that the sun is positioned behind the camera so that it lights up your face, not the back of your head)



Lighting Your Video

- Time of day is very important . Try to shoot your video during “golden hours” The couple of hours after sunrise and before sunset. Avoid shooting during harsh daytime sun.
- Avoid shadows by not positioning yourself under tree branches or other shades. Shooting during the right times will help you avoid shadows when filming outside.
- When shooting inside please turn on all the lights and allow as much natural light in as possible.

Advanced Tips – If possible use some artificial light to add extra light to your face. This will give you some fill light in your eyes.



Sound Recording

- The quality of the sound is critical to an effective recording. Remember to never record outside on a windy day.
- Most phones have reasonably good quality microphones built in, however, they will pick up all sounds in the room. If you are using your phone microphone, be sure to find a quiet location.
- An inexpensive lavalier microphone can make a significant improvement in the sound quality Of your video. Most external microphones are very inexpensive and can plug directly into your mobile device and will pick up your voice while blocking out environmental noise.



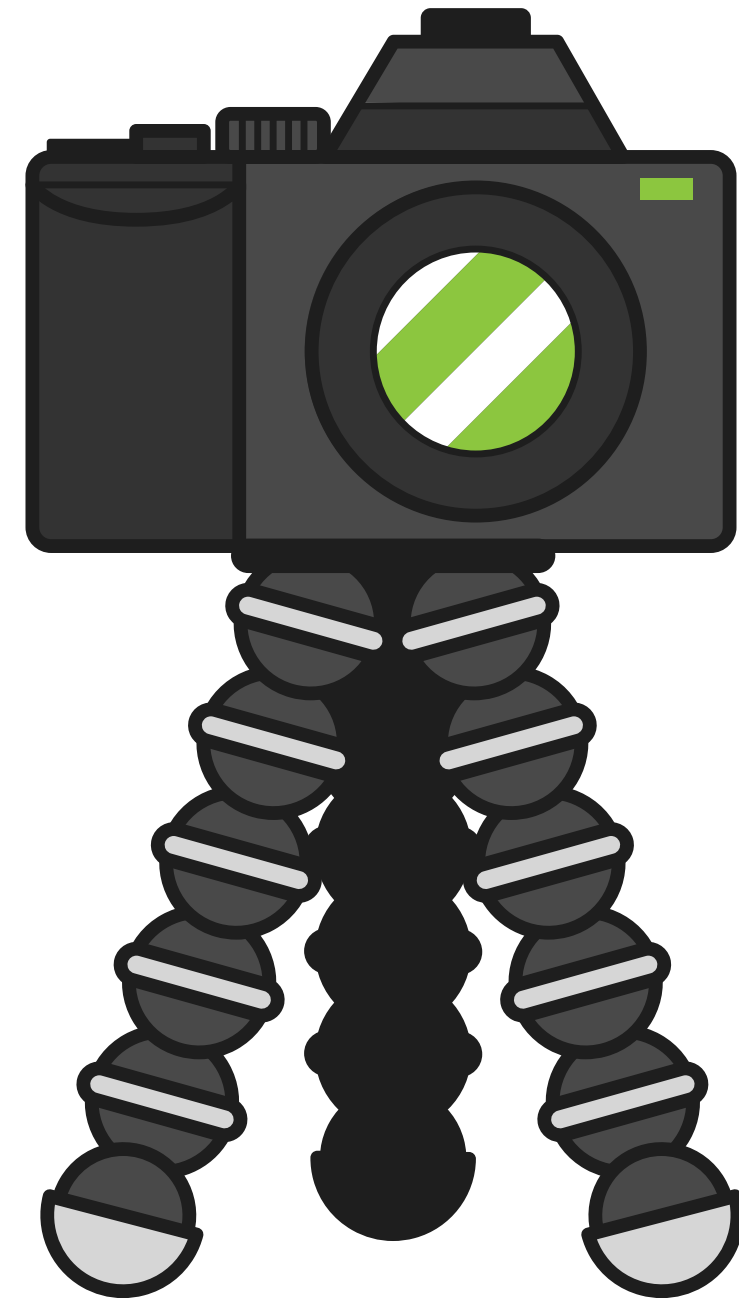
Recommended Length

- Keep your video short. 2 minutes is considered a long video.
- Practice your testimonial a couple of times before you record, this will ensure that your final video will be short and precise.
- Remember to look into the camera when recording your testimonial. This will ensure you make a connection with the person viewing the video.



Submitting Your Video

- Please submit final video in mpeg-4, avi or mov format.
- Please submit your full name, location and picture when submitting your video.
- Email all your videos to support@limbicarc.com



Compliance:

Key Points to Remember in Testimonials

- Your personal experience is fine to share, so long as it is true.
- Do not say that Limbic Arc “cured” any disease or medical condition.
- Use generalized statements instead of specific diseases or medical conditions: i.e. “consistent pain” rather than “fibromyalgia” or “quality of sleep” rather than “sleep apnea” or “back pain” rather than “a herniated disc” and so forth.
- Time-line statements work well. Example: I struggled with consistent headaches, then I started using Limbic Arc, then my headaches lessened in intensity and became less frequent. DO NOT claim to know that Limbic Arc is directly responsible for fixing the problem, just use the time-line approach.
- Do not lie. Everything you say must be true. As long as it is your true personal experience, you can share it.



Compliance (Disclaimer)

In accordance with the FTC guidelines concerning the use of endorsements and testimonials in advertising, please be aware of the following: Testimonials appearing on this website are received in various forms via a variety of submission methods. The testimonials reflect the real-life experiences of individuals who used our products and/or services. However, individual results may vary. We do not claim, nor should the reader assume, that any individual experience recounted is typical or representative of what any other consumer might experience. Testimonials are not necessarily representative of what anyone else using our products and/or services may experience. Limbic Arc does not compensate in any way for testimonials or reviews. The testimonials displayed are given verbatim except for grammatical or typing error corrections. Some testimonials may have been edited for clarity, or shortened in cases where the original testimonial included extraneous information of no relevance to the general public. Limbic Arc LLC is not responsible for the opinions or comments made by third parties which are posted on this website, and does not necessarily share the opinions, views or commentary of testimonials on this website. All opinions and experiences expressed are strictly the views of the speaker. Testimonials on this website are not intended, nor should they be construed, as claims that the products or services mentioned can be used to diagnose, treat, cure, mitigate or prevent any disease or medical condition. To the contrary, our products and services are not intended to diagnose, treat, cure, or prevent any disease. No testimonial experience has been clinically proven or evaluated, and no claims should be considered medical claims. No statements or videos on this website have been evaluated by the FTC or the FDA. Limbic Arc products and services are not accepted by the traditional medical establishment and have not been proven to be effective via human trial studies overseen by institutional review boards.



Release Form

The undersigned hereby agrees (“Agreement”) with Limbic Arc LLC (“Producer”) and gives consent to producer to use my name, likeness, image, voice, appearance and/or performance which I submit to producer. (“Product”).

- 1. I grant Producer and its designers the right and sole ownership of the product and the use the Product in any format, now known or later developed. I grant, without limitation, the right to edit, mix or duplicate and use or re-use Product in whole or in parts as Producer may elect. I hereby abandon to Producer or its designees have complete ownership of the Product, including copyright and all other intellectual property or interests.
- 2. I grant Producer and its designees the right to broadcast, exhibit, market and otherwise distribute the Product, in whole or in parts, and alone or with other products, for any purpose Producer or its designees determine. This grant includes the right to use Product for promoting or publicizing.
- 3. I have the right to enter into Agreement and am not restricted by commitments to third parties.
- 4. Producer has no financial commitment or obligations to me as a result of Agreement.
- 5. In consideration of all the above, I hereby acknowledge receipt of reasonable and fair consideration in form of notoriety and publicly from Producer. I have read, understand and agree to all of the above and that the rights granted Producer herein are perpetual and worldwide:

Full Name _____ **Signature** _____ **Date** _____

If this person is under age 18, legal guardian must sign below. I certify that I am the legal guardian of the model named above. I give my consent to the foregoing on his or her behalf.

Full Name _____ **Signature** _____ **Date** _____

