

WHY UPLOAD SALE PHOTOS, VIDEOS & REPORTS?

IT IS **MORE IMPORTANT THAN EVER** TO ENSURE BUYERS ARE GIVEN AS MUCH CONFIDENCE AS POSSIBLE TO INVEST.

Quality photos, videos and information on horses assist in giving buyers this confidence, without the need for buyers to physically attend inspections and sales. This media is therefore crucial to the success of a sale for vendors, whether it is a traditional live sale or an Inglis Digital Online Sale.

It is strongly recommended that vendors upload photos and videos of their catalogued lot(s) to

inglis.com.au or inglisdigital.com, depending on the sale. Photos and videos can easily be uploaded directly through the sales pages on the respective sites.

This guide provides buyer insights, information on how to take the best photos and videos, recommended photographers and videographers and explains the simple process of uploading content to our website.

WHAT DO BUYERS WANT?

“**HEIGHT, WEIGHT, PROFESSIONAL VIDEO FOOTAGE OF ALL ANGLES**, give us as much information online as is humanly possible and feasible. And get it done by people who know what they're doing.”

“ I wasn't able to physically attend the sale this year but the **QUALITY PHOTOS AND VIDEOS** uploaded to the website **MADE IT POSSIBLE FOR ME TO MAKE A GOOD ASSESSMENT OF THE HORSE FROM AFAR.**”

“ We actually want to see the horse, not view signage and branding or listen to emotive music. **SHOW US FRONT ON WALKING, SIDE ON WALKING, REAR VIEW WALKING** and all at **EYE HEIGHT**, as we would see ourselves if we were at the farm or the sales. And all at the same **REAL-TIME SPEED**, not in slow mo.”

“ As a buyer, I think the advice to a vendor when filming stock pre-sale is simple – **SHOW ME THE HORSE AS I WOULD SEE IT IF I WAS AT THE SALE INSPECTING IT.** That is the experience I want to mimic. **I WANT TO BE ABLE TO GET AN IMPRESSION OF THE HORSE THAT IS AS CLOSE TO THE IMPRESSION I WOULD GET IF I WAS THERE LOOKING AT IT IN PERSON.** This applies whether it is stock being offered through a traditional live sale or an Inglis Digital Sale. It's really very simple.”

“ **I CAN'T STRESS HOW IMPORTANT THE PRE-SALE VIDEOS ARE FOR ME AND MY CLIENTS.** I don't have time to film horses at the sale – there are too many to get through and too much information to collate. But if the vendor has created a good video, taken good photos and posted reports to the site, **I CAN JUST SHARE THAT INFORMATION WITH MY CLIENT AND IMMEDIATELY THEY ARE EMBOLDENED WITH CONFIDENCE.** Similarly, if the information is inadequate, it can completely negate any possible interest in a horse. It is so important.”

“ If videos are the only way of me seeing a horse pre-sale – and with Covid especially, that's been the case a number of times – **I WON'T EVEN BID IF THERE AREN'T PROFESSIONAL VIDEOS AND PHOTOS** to look at as I can't make a reasonable assessment from afar. Mobile phone footage that is poorly lit or badly filmed just doesn't cut it these days for serious buyers.”

HOW DO I TAKE GOOD PHOTOS?

It is recommended that vendors utilise the skills of professional photographers and videographers, however the below are some tips which will ensure you get the best possible photo to upload onto the online catalogue.

1

PREPARATION

Ensure the horse is properly groomed and looking his/her best! Their mane and tail should be brushed, and their hooves painted.

2

BACKGROUND

Ensure the background is clean and does not distract from the horse. Vendors are encouraged to take photos of their horses on level ground with the horse standing on a hard surface.

3

STANDING THE HORSE

Face the horse to the left, standing alert in the natural, correct balanced pose. It is important that all four legs are visible for the buyer to evaluate the horse. The near-side (left) foreleg should be straight from the shoulder to the fetlock joint, and the off-side foreleg set slightly behind. The near-hind leg should be straight from the hock to the fetlock, in line with the rump. The off-hind leg should be stepped slightly forward. The horse should be alert with their ears pricked. A good conformation photo should capture the whole horse, while the photographer is standing square to the horse.

4

NATURAL LIGHTING

The horse should be standing in sunlight with the sun behind the camera. Avoid using flash and having any shadows on the horse. If possible, avoid photographing in the middle of the day when the sun is high. The shadows created from a high sun are unflattering to a horse and take from the image.

5

AVOID ZOOM

It is always best to move closer to the subject rather than using zoom for the best quality photo as zooming in may cause the photo to appear blurry.

6

NOTE THE DATE

Take note of the date that the photo was taken, particularly in the case of horses being offered through the Inglis Digital Platform.

PHOTO PORTFOLIO

AS WELL AS THE **ALL IMPORTANT CONFORMATION SHOT**, BELOW ARE EXAMPLES OF PHOTOS TO GIVE BUYERS A COMPLETE VIEW OF THE HORSE.



Head Shot



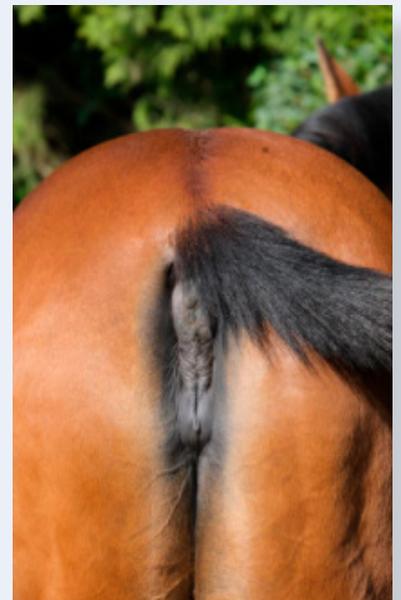
Conformation Near Side



*Rear View
Conformation*



*Front View
Conformation*



*A photo under the tail
is also recommended
for race fillies and
broodmares*

HOW DO I FILM A PARADE VIDEO?

PARADE VIDEOS ARE **VERY IMPORTANT ASSETS** IN BEING ABLE TO GIVE BUYERS THE CONFIDENCE TO INVEST IN STOCK EVEN IF THEY ARE UNABLE TO PERFORM PHYSICAL INSPECTIONS. THE FOLLOWING ARE SOME TIPS TO FOLLOW WHILE FILMING.

1

FAMILIARISE

Take the horse for a walk around the area so they can familiarise themselves and feel relaxed while filming.

2

PLACEMENT

Avoid areas with elements in the background that will distract from the horse. Ensure that the horse is paraded in an area where there is enough room for the horse to walk in both directions. The sun should be behind the videographer as they film, ensuring that the light shows off the horse's form. If possible, avoid filming in the middle of the day when the sun is high. The shadows created from a high sun are unflattering to a horse and take from the footage. Vendors are encouraged to film stock on a hard flat surface and in a manner that resembles a buyer inspection.

3

ANGLES

A standing conformation, as well as front-on, hind-on and side-on walking shots are encouraged. The horse should take up 50% of the shot and the video should be recorded in landscape view, while standing square to the horse.

4

TECHNOLOGY

High quality cameras are preferable and stabilisers are useful tools to achieve a professional looking video. However, high quality footage can also be recorded on a phone.

5

EDITING

Basic editing will be required to put the footage together. A video that is around 40 to 50 seconds long is preferable. It is recommended that a small graphic is added to the bottom left hand corner of the video with the sale and lot number of the horse, as well as the date and location that the video was taken. Excessive graphics and effects such as slow motion are not recommended.

UPLOADING FOR digital sales

HOW DO I UPLOAD PHOTOS, VIDEOS & REPORTS FOR DIGITAL SALES?

The requirements and recommendations discussed above are also relevant to uploading photos and videos to the Inglis Digital website for our online auctions.

As detailed below, photos, videos and reports can be simply uploaded in Step 4 of the entry process, after entering the vendor details, horse name and horse details.

Step 1 Vendor Step 2 Horse Name Step 3 Horse Details Step 4 Photos & Videos Step 5 Supplier Step 6 Add More Step 7 Accept Condition Step 8 Submit Entry Step 9 Payment

2021 AUGUST (Early) Online Sale - Horse Details

Photos - arrange in order of preference
Accepted file types: .jpg, .jpeg, .gif, .png, .bmp

1 2 3 4

Video
Accepted file types: .mp4, .mov, .m4v

1 2 3 4

Reports
Accepted file types: .pdf, .jpg, .jpeg, .gif, .png, .bmp

1 2 3 4

• BACK TO STEP 3 HORSE DETAILS • NEXT STEP 5 LOCATION & SUPPLIER •

If you require assistance with the process of uploading photos, videos and documents, please contact our IT Department on [02 9399 7999](tel:0293997999) or it@inglis.com.au

WHO CAN I USE?

NEW SOUTH WALES

Ashlea Brennan Photography

Ashlea Brennan | M: [0432 623 954](tel:0432623954)
ashlea@ashleabrennanphotography.com

Faras in Focus

Joan Faras | M: 0400 376 845
joanfaras@gmail.com

Galloping Group

Jamie Payne | M: [0428 452 400](tel:0428452400)
jamie@gallopinggroup.com

Katrina Partridge Photography

Katrina Partridge | M: [0419 439 429](tel:0419439429)
katrina.partridge@gmail.com

Kick Collective

Vicky Leonard | M: [0405 601 152](tel:0405601152)
vicky@kickcollective.com.au

Laura Lebedeff Photography

Laura Lebedeff | M: [0424 771 073](tel:0424771073)
contact.lauralebedeff@gmail.com

Need For Steed

Amanda Wood | M: [0422 818 682](tel:0422818682)
amanda@needforsteed.com.au

Rorison Media

David Rorison | M: [0499 788 533](tel:0499788533)
david@rorisonmanagement.com

Sarah Ebbett Photography

Sarah Ebbett | M: [0448 927 768](tel:0448927768)
sarah@sarahebbett.com

Searcy Media

Caroline Searcy | M: [0418 270 523](tel:0418270523)
searcc@gmail.com

WESTERN AUSTRALIA

Western Racepix

Simon Merrit | M: [08 9379 3902](tel:0893793902)
simon@westernracepix.com

VICTORIA

Amplify Sports Marketing

George Van Veenendaal | M: [0438 844 652](tel:0438844652)
george@amplifysm.com.au

Bronwen Healy Photography

Bronwen Healy | M: [0407 622 003](tel:0407622003)
bronwen@bronwenhealy.com.au

Digital Media Creations

Tim Patterson | M: [0408 801 976](tel:0408801976)
info@digitalmediacreations.com.au

Shona Drechsler Equine Media

Shona Drechsler | M: [0408 427 414](tel:0408427414)
shona@sdequinemedia.com.au

Sirecam

Siobhan Miller | M: [0412 951 033](tel:0412951033)
office@sirecam.com

Turfstars Media

Lisa Grimm | M: [0402 808 386](tel:0402808386)
turfstars@bigpond.com

Ultimate Racing Photos

Bruno Cannatelli | M: [0411 155 724](tel:0411155724)
bruno.cannatelli@gmail.com

QUEENSLAND

Fast Track Photography

Sharon Chapman | M: [0431 120 579](tel:0431120579)
sharon@fasttrackphotography.com.au

NEW ZEALAND

Ziba Creative

Jasmine Robertson | M: [+64 21 710 933](tel:6421710933)
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