

# Video Conversion Guide

# Video Conversion Guide

## 1 MACINTOSH

1.1 Converting Video Formats (Mac) 4

## 2 WINDOWS

2.1 Converting Video Formats (Windows) 9

# MACINTOSH

# Converting Video Formats (Mac)

## Overview

This tutorial will cover how to use Handbrake to convert a video file into a smaller format for uploading to the web.

**Note:** These steps are not specific to Chalk & Wire. They also apply to converting videos to smaller formats for uploading to sites such as Youtube or Google Video.

## Download Handbrake

Download **Handbrake** for Mac OS X from <http://handbrake.fr/downloads.php> and install the program on your computer.

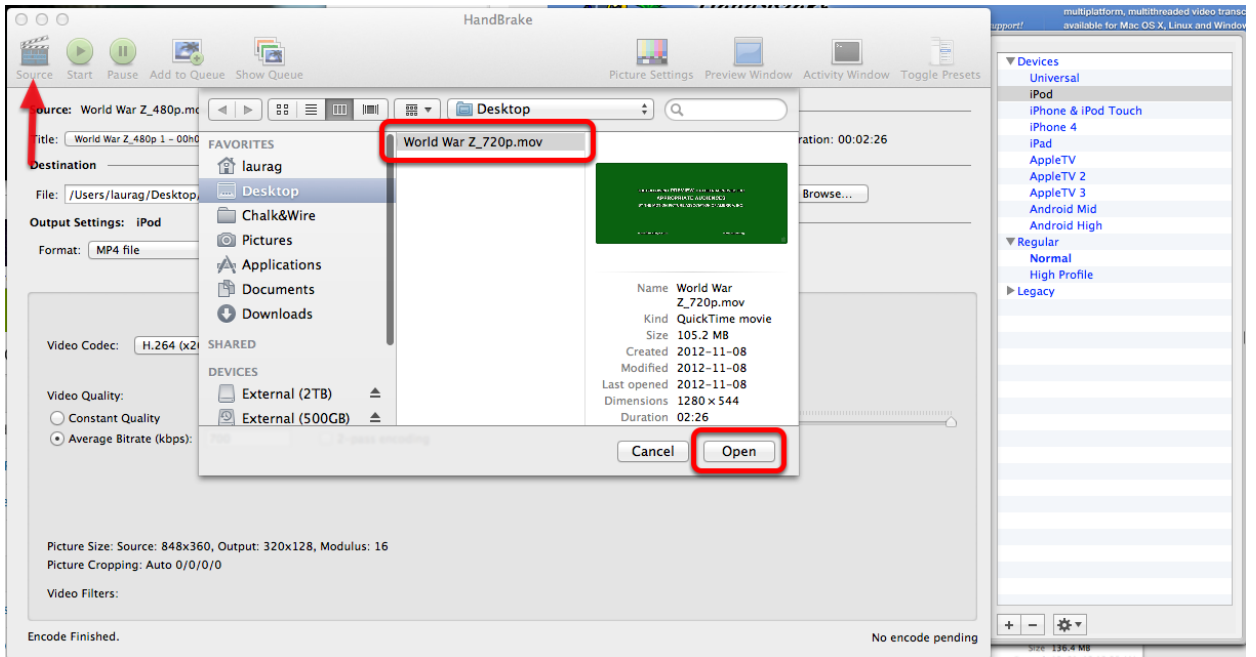


The screenshot shows the HandBrake website's download page. At the top left is the HandBrake logo featuring a cocktail glass and a pineapple. To the right of the logo is the text "HandBrake" and "Now with 21 essential vitamins and minerals, including Apple TV support!". On the far right, a blue box contains the text: "HandBrake is an open source, GPL-licensed, multiplatform, multithreaded video transcoder, available for Mac OS X, Linux and Windows." Below the logo is a navigation menu with links for News, Details, Download, Community, User Manual, Wiki, and Contribute. The main content area is titled "Download" and states "The current release version is 0.9.6". There are two download options: "Mac OS" (highlighted with a red box) and "Windows". The Mac OS section includes the text "For Mac OS X 10.6 / 10.7" and a link "Download (Intel 64bit)". The Windows section includes the text "For Windows XP, Vista and 7" and two links: "Download (64 bit)" and "Download (32 bit)". A search bar is located at the bottom left of the page.

## Open Handbrake & Select Video File

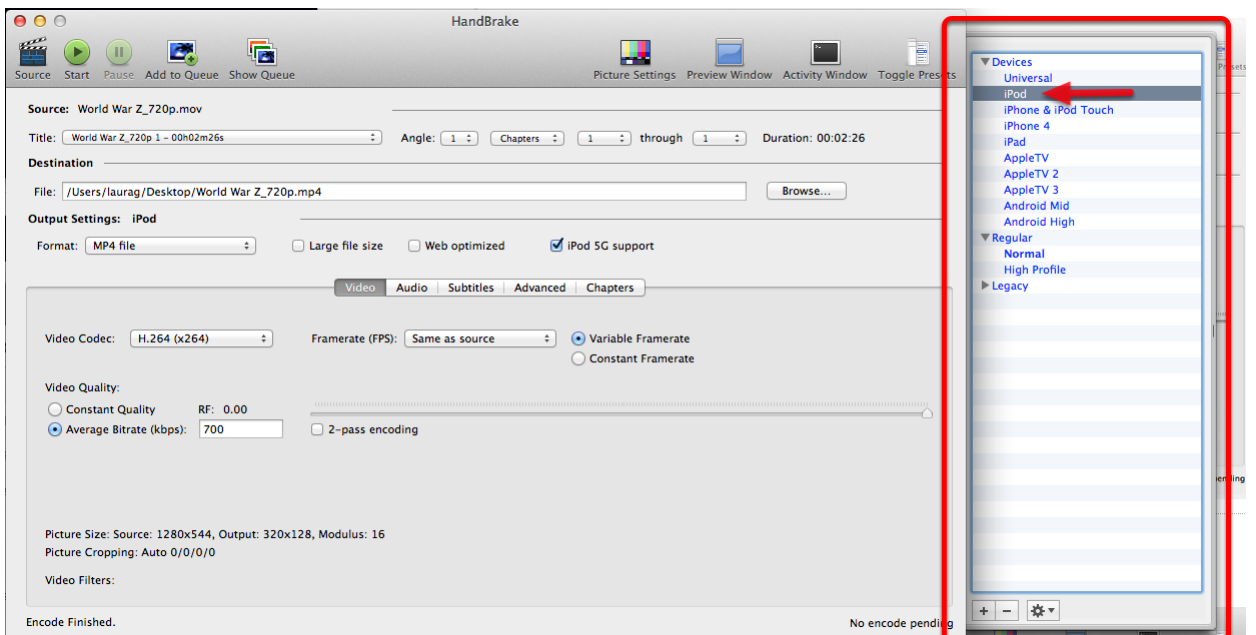
The option to select a video file should automatically appear when you first open **Handbrake**. If this option does not appear, click the "**Source**" icon located on the far left side of the tool bar.

Select your video file from your computer and click "**Open**". In this example we are using a high definition movie trailer (720p) as our source file. The original source file is a .mov extension.



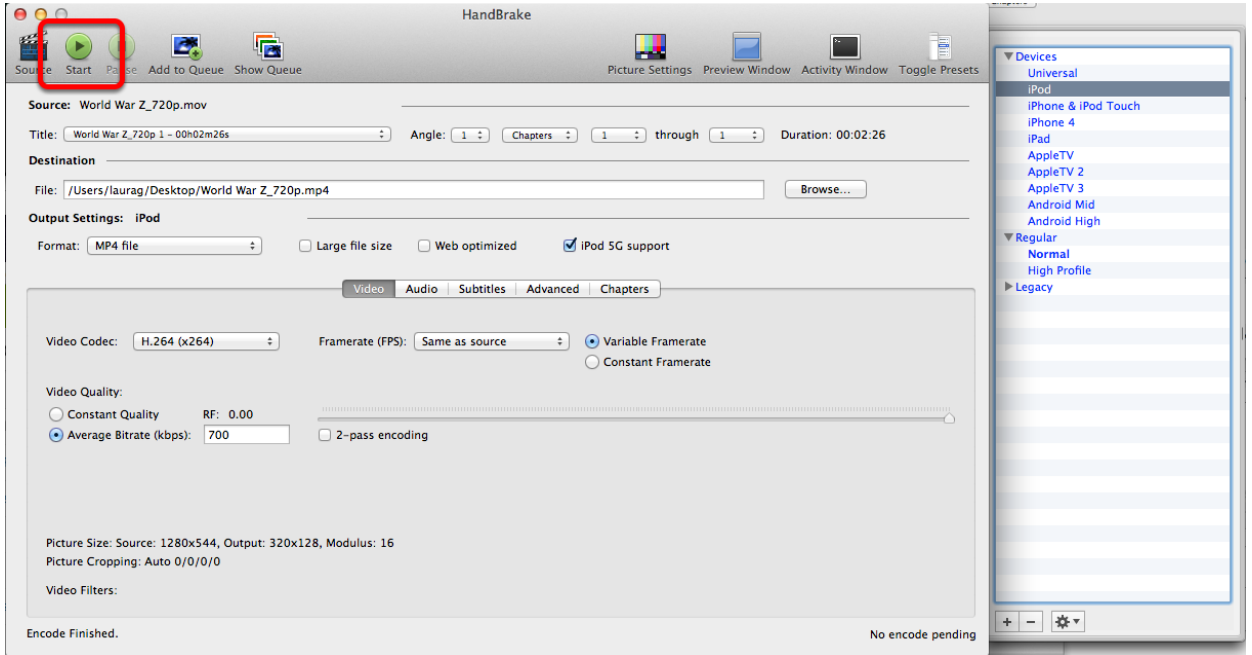
## Select Output File Type

Using the **Devices** drawer on the right side of the application, select the **iPod** option. This will adjust the settings in the main HandBrake window for you.

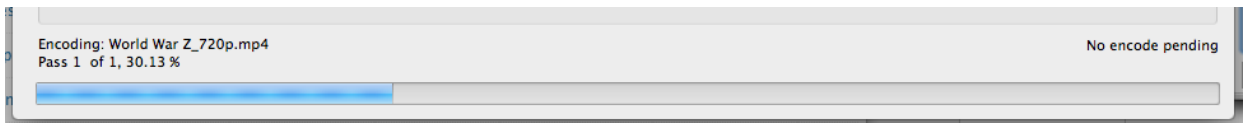


## Start Video Conversion

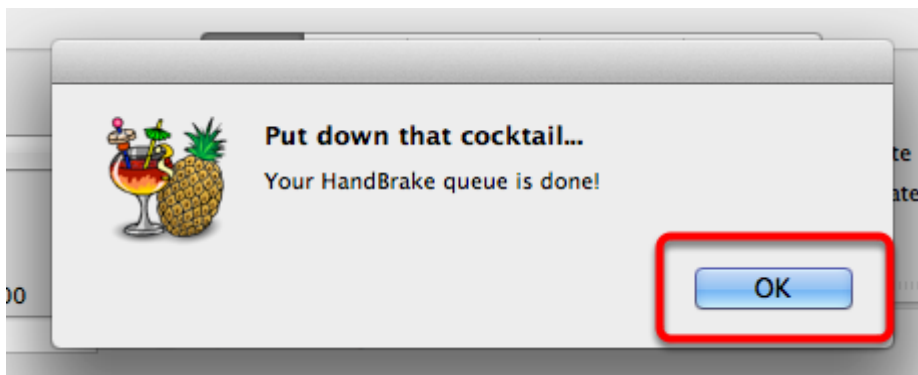
Click the **Start** button located in the top left of the tool bar.



Once the conversion has started, you will see its status at the bottom of the HandBrake window.



You will be alerted when the video conversion process is complete. Click the **OK** button.



## Final Output Comparison

This is a comparison between the source (Large Quicktime window) and the converted output (small Quicktime window). The main difference between the two is the dimension and size of the video file. The smaller MP4 version is similar in size to the Flash players used by online video streaming without a massive loss of quality.

**Source File:** 105.2 MB; .mov

**Converted File:** 15 MB; .mp4 (now playable on your iPod)



# WINDOWS



## Converting Video Formats (Windows)

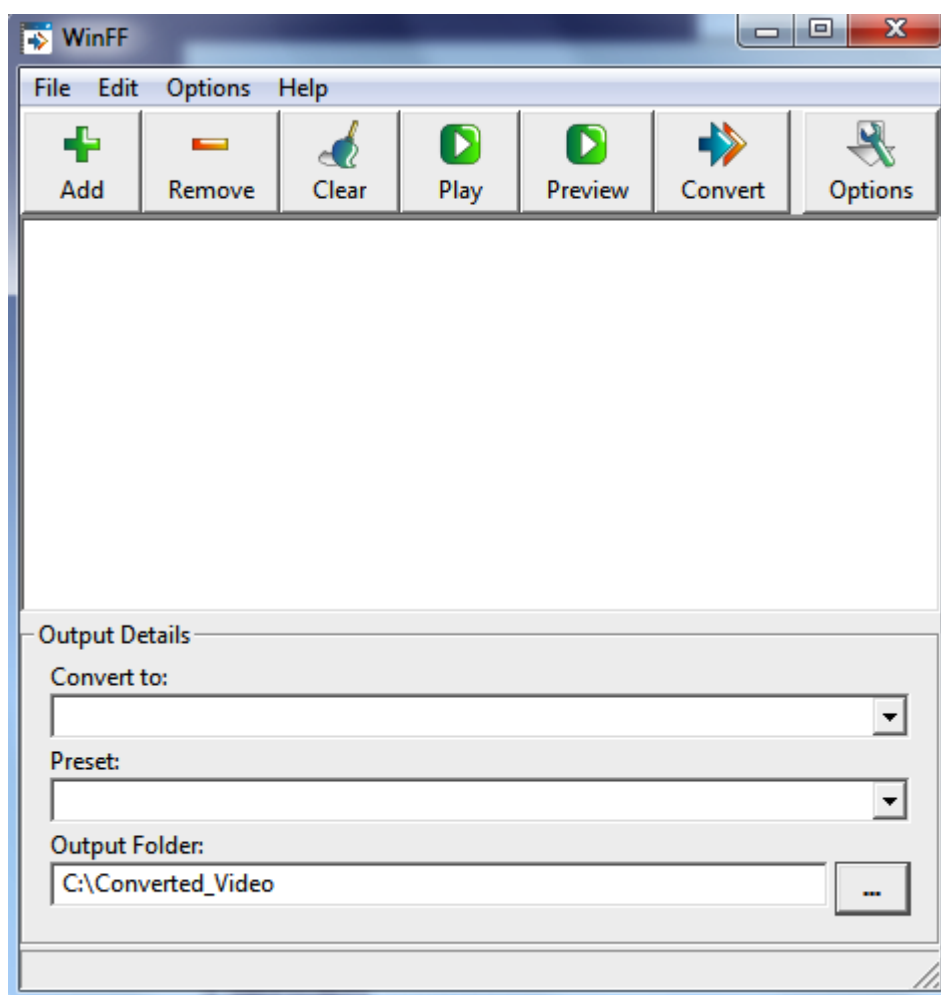
---

This tutorial will cover how to use WinFF to convert a video file into a smaller format for uploading to the web.

Note: these steps are not specific to Chalk and Wire and also apply to videos before uploading to sites such as Youtube or Google Video.

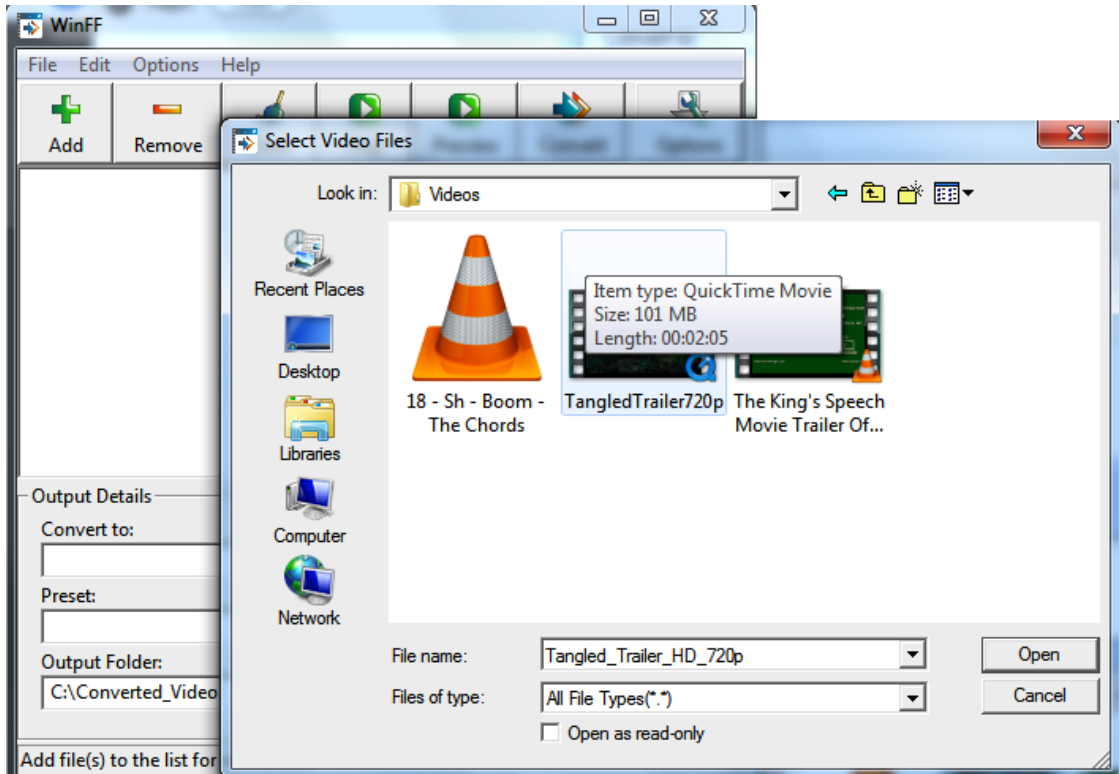
### Download WinFF

Download **WinFF** from [http://winff.org/html\\_new/downloads.html](http://winff.org/html_new/downloads.html) and run the program.



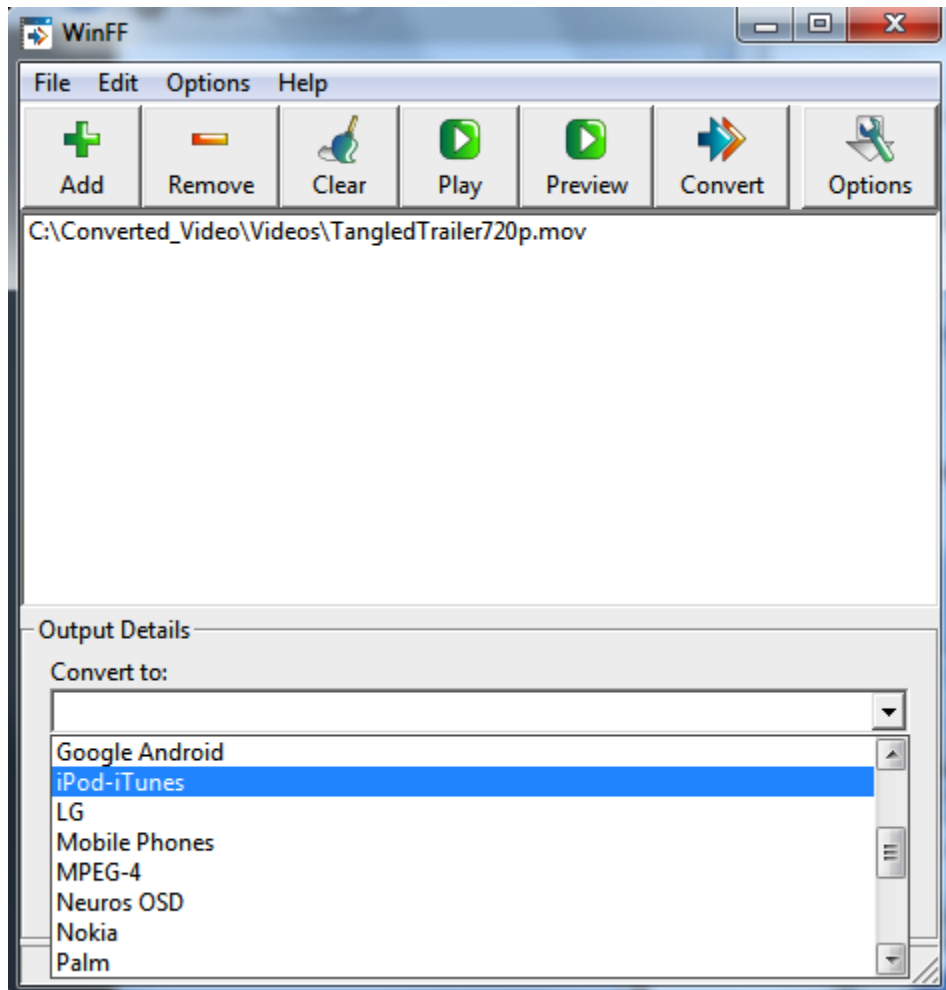
## Select Input File

Click the Add button and select your source video file. In this example we are going to use a high definition movie trailer (720p) as our source file. The original source files is a .MOV extension



## Select Output File Type

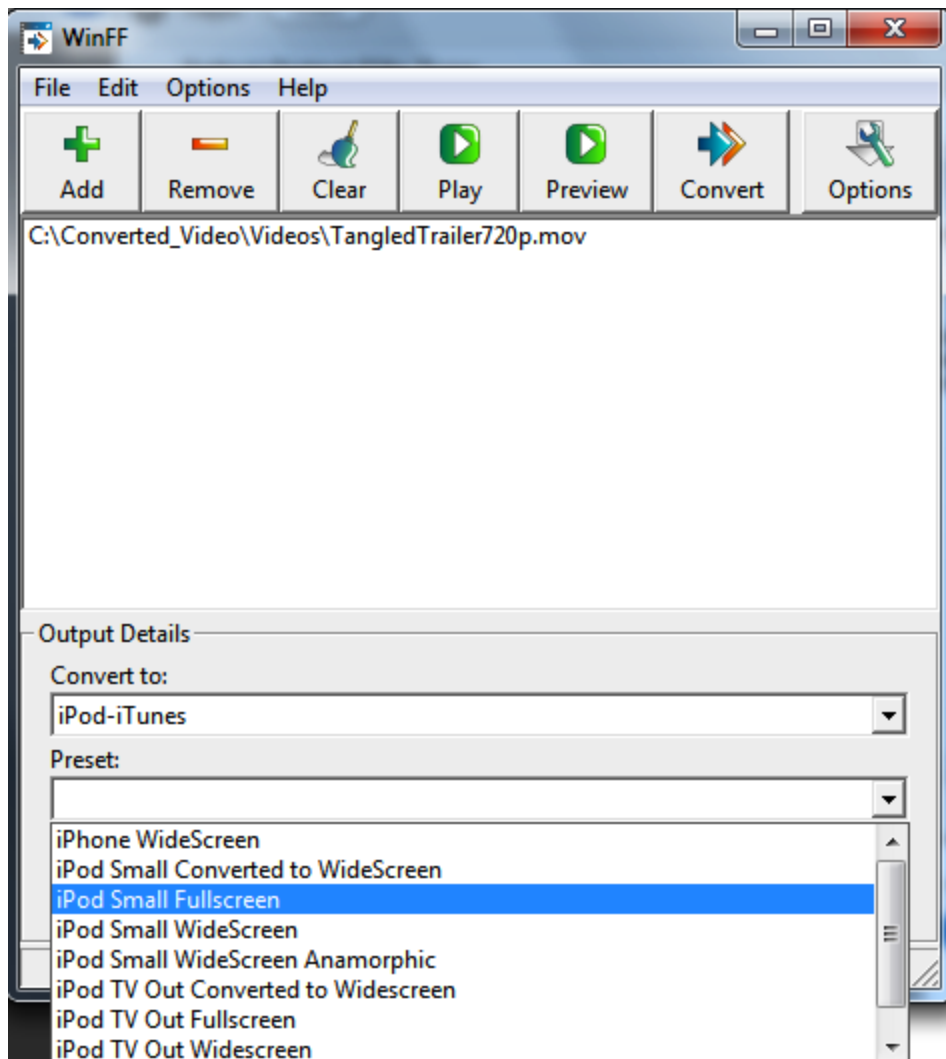
Now that we have selected a source file, the next step is to select what type of output file we want. In this case we are going to select the **iPod-iTunes** 'format'. The reason for this is converting a video to an iPod format will create a small file with good detail when presented on the web. FLV player windows and iPods have similar dimensions and is a widely recognized format.



## Select Output Preset

The next required step is to select the Preset values for the output. This is just a friendly name for different settings that can be applied to the final output.

In this case we will select **iPod Small Fullscreen**.

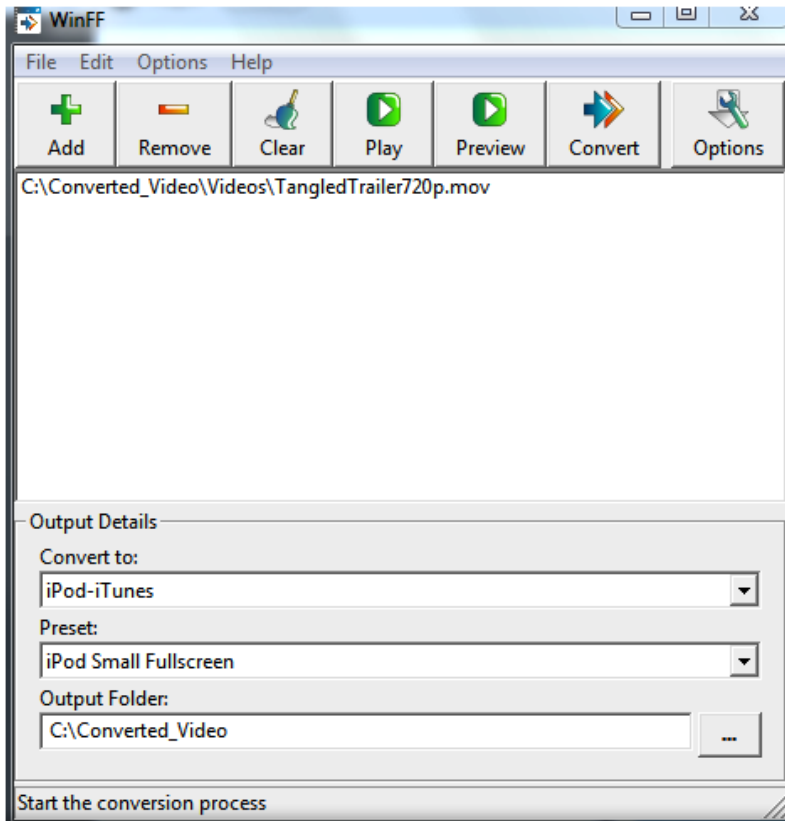


## Select Output Location and Convert Video

The final step before converting the video is selecting the **Output Folder**, by default it will be located in your My Documents folder. Click the **Convert** button and the bottom window will appear, when it is finish converting the video it will prompt you to close the command window.

This process can take a **VERY** long time before it completed depending on the settings selected and the resources of your computer. Faster CPU and RAM will lower the time it takes to convert the video.

In this scenario we took a 100MB 720p MOV file and converted it to 8MB iPod Fullscreen 320x240 MV4 format. Both formats are using the H.264 codec to provide a high quality image.



```

Administrator: Converting TangledTrailer720p.mov (1/1)
libavformat 52.32.0 / 52.32.0
libavdevice 52.2.0 / 52.2.0
libswscale 0.7.1 / 0.7.1
built on Apr 28 2009 04:04:42, gcc: 4.2.4

Seems stream 1 codec frame rate differs from container frame rate: 47.95 (5994/125) -> 23.98 (24000/1001)
Input #0, mov,mp4,m4a,3gp,3g2,mj2, from 'C:\Converted_Video\Videos\TangledTrailer720p.mov':
  Duration: 00:02:05.50, start: 0.000000, bitrate: 6809 kb/s
    Stream #0.0(eng): Audio: aac, 48000 Hz, stereo, s16
    Stream #0.1(eng): Video: h264, yuv420p, 1280x720, 23.98 tbr, 23.98 tbn, 47.95 tbc
[[libx264 @ 0x30d1c60]using SAR=1/1
[[libx264 @ 0x30d1c60]using cpu capabilities: MMX2 SSE2Fast SSSE3 Cache64
[[libx264 @ 0x30d1c60]profile Baseline, level 3.0
Output #0, ipod, to 'C:\Converted_Video\TangledTrailer720p.m4v':
  Stream #0.0(eng): Video: libx264, yuv420p, 320x240 [PAR 1:1 DAR 4:3], q=2-31, 200 kb/s, 2997 tbn, 29.97 tbc
  Stream #0.1(eng): Audio: libfaac, 48000 Hz, stereo, s16, 112 kb/s
Stream mapping:
  Stream #0.1 -> #0.0
  Stream #0.0 -> #0.1
Press [q] to stop encoding
frame= 453 fps= 52 q=18.0 size= 901kB time=15.12 bitrate= 488.3kbits/s

```

## Final Output Comparison

This is a comparison between the source (Large Quicktime Window) and the converted output (small Quicktime Window). The main difference between the two is the dimension and size of the video file. The smaller iPod version is similar in size to the Flash players used by online video streaming without a massive loss of quality.

Source File: 104MB .MOV

Converted File: 7.33MB .M4V (and now playable on your iPod!)

