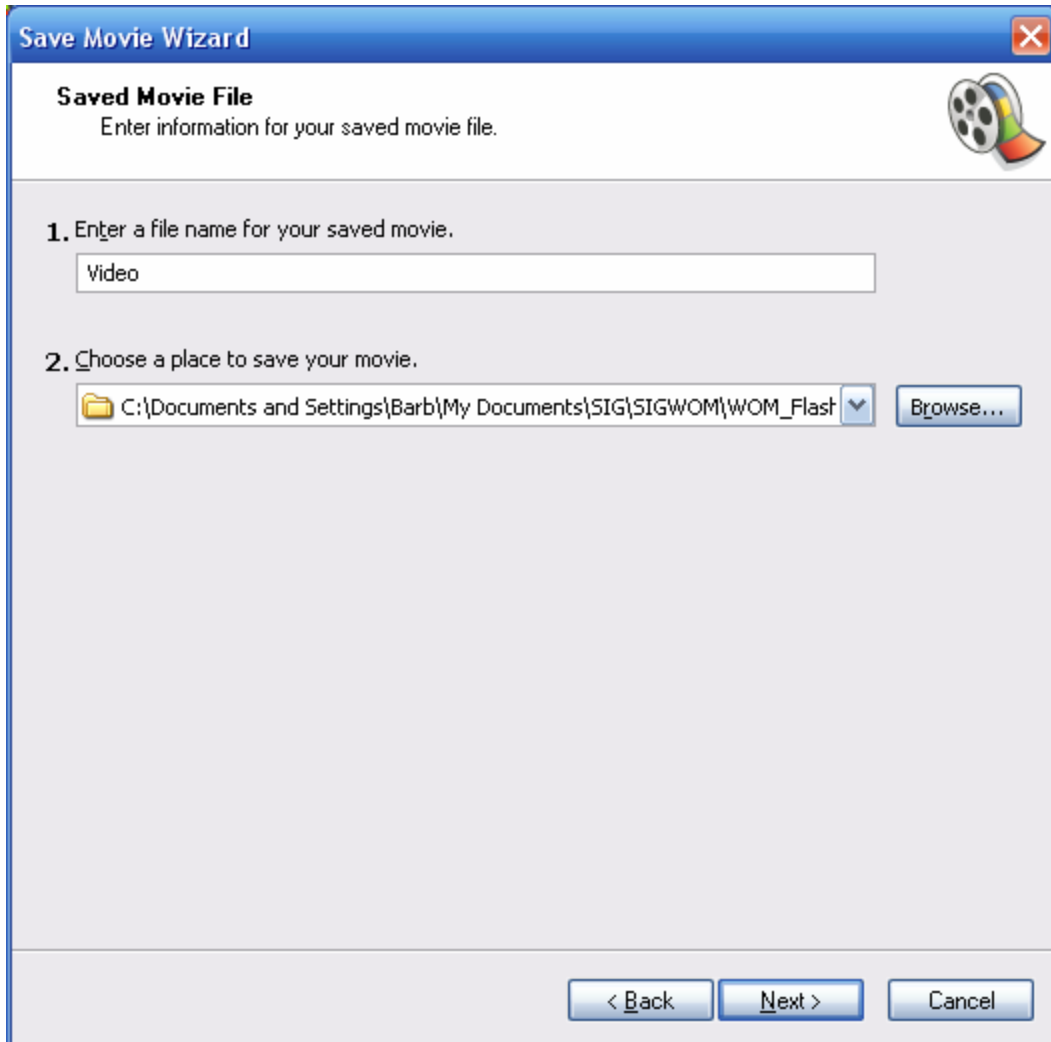
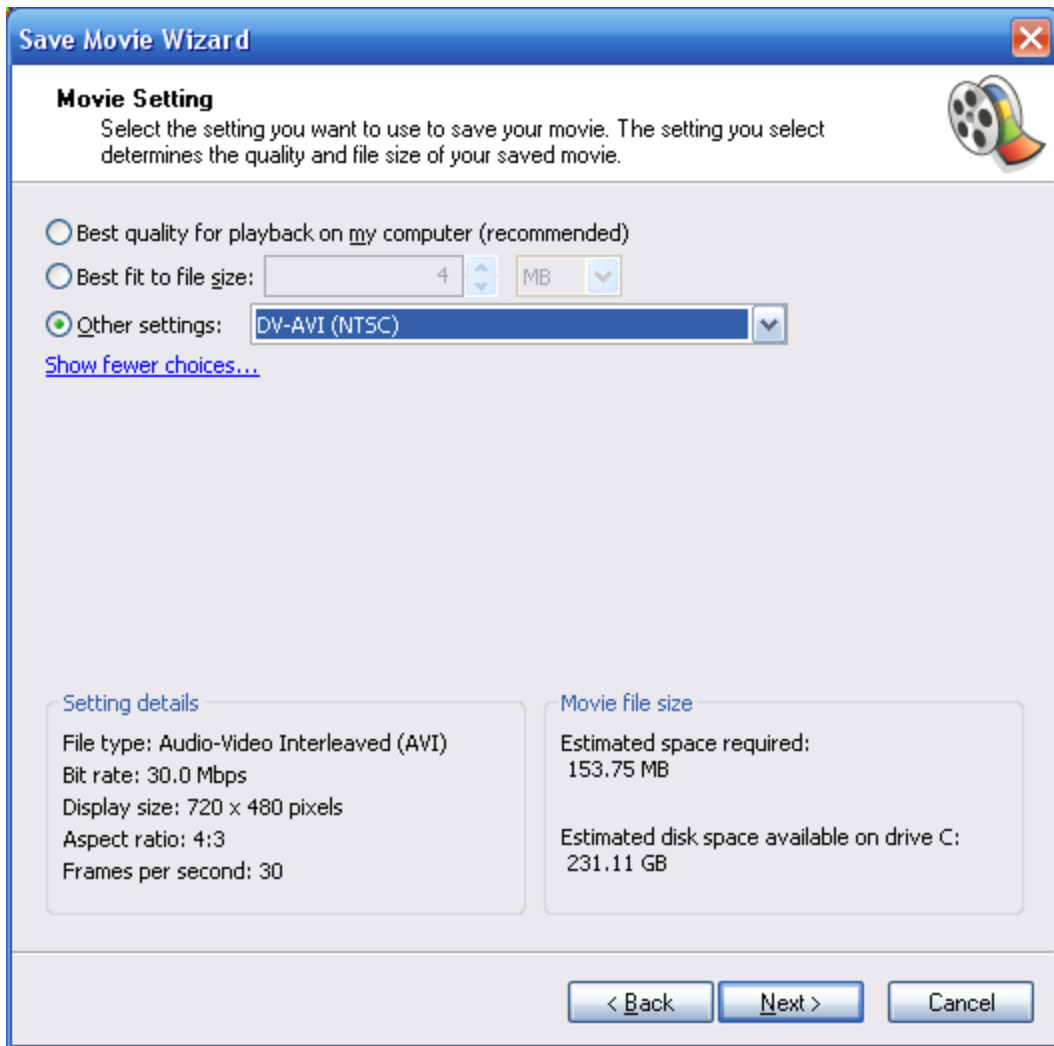


## Video Compression for the Web

Here are the basic steps to take your video, compress it, and be able to deliver it over the web efficiently.

**Step 1** – Once you have finished editing your video in Windows Movie Maker and you are happy with it, save it to your computer. Save it as a *raw video* (DV-AVI (NTSC)) somewhere on your computer where you can find it easily.

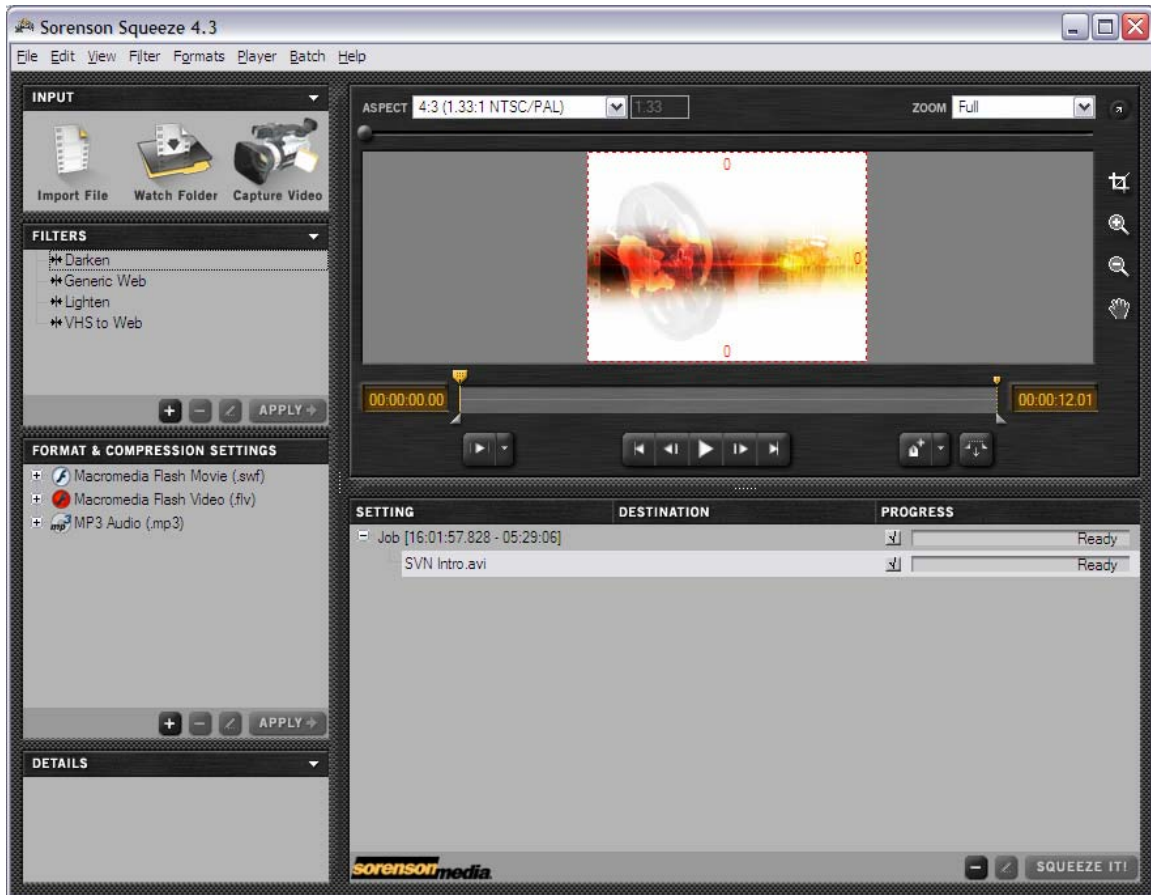




**Step 2** – Compress the raw video using Sorenson Squeeze for Flash. Here is what the user interface looks like for Sorenson Squeeze. Import your raw video file you just saved....

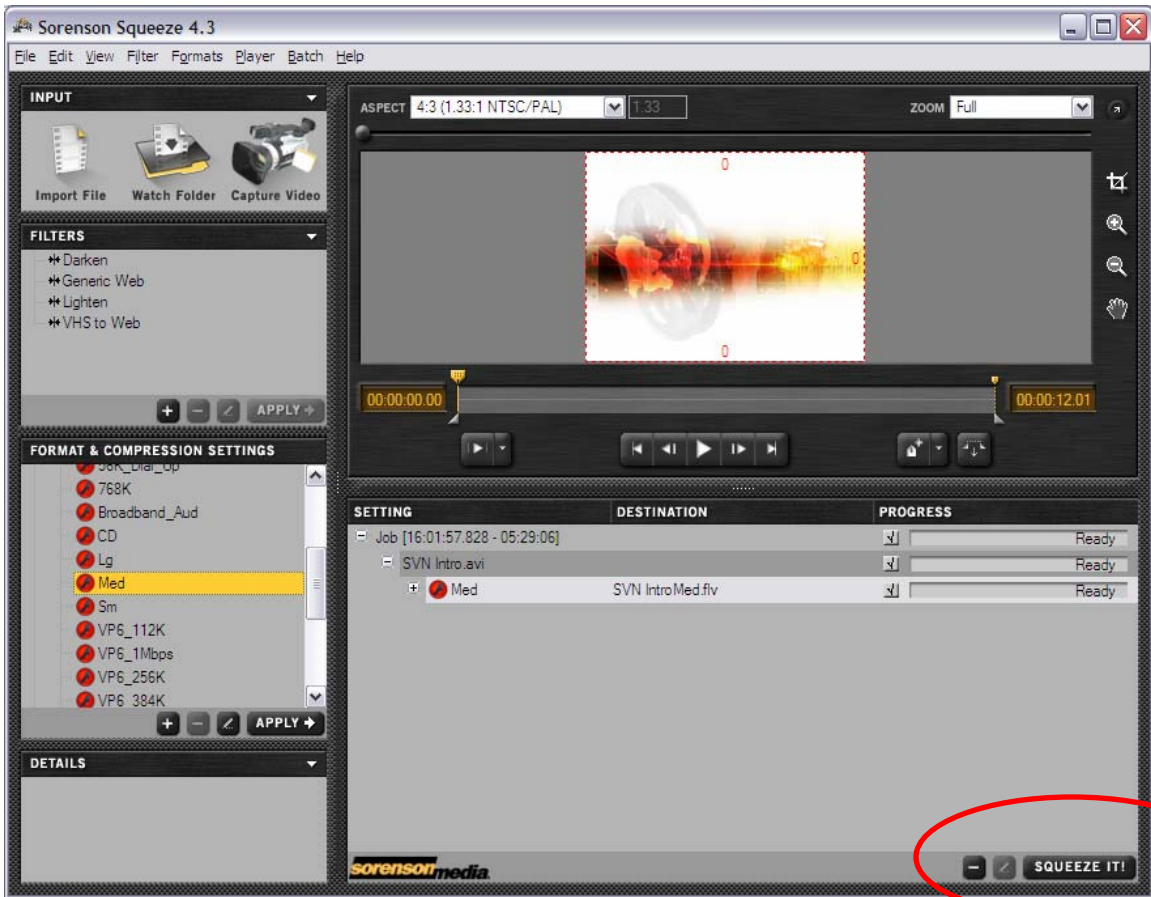


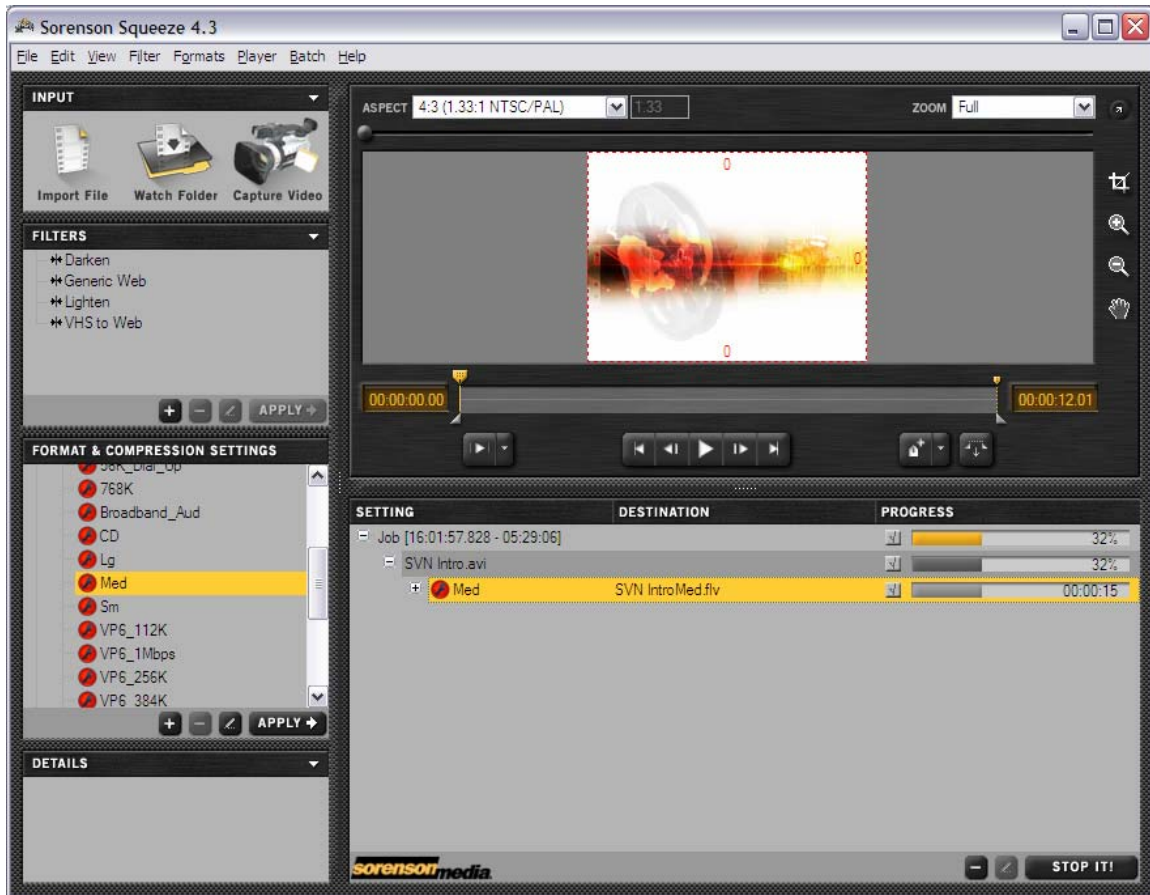
.....using the Import file button. Once you Import the file, you will see something like this;



To squeeze the file, select the “Macromedia Flash Video (.flv)” on the left hand side. Click on the “+” button to the left of it.

Apply the medium setting (Med) and squeeze it.





The resulting compressed file is a Flash Movie .flv file.

### Step 3

Create a new folder on your web site via FTP or whatever you would normally use. Place the .flv file in that folder.

Also you have to add two other files in that folder. You can download them here. Once you have these two additional files in the folder, you can place as many other .flv files in the same folder and you only need these additional two files to reside in the folder once.

Download the files here;

[http://www.slyasafox.com/stuff/FLVPlayer\\_Progressive.swf](http://www.slyasafox.com/stuff/FLVPlayer_Progressive.swf)

[http://www.slyasafox.com/stuff/haloSkin\\_3.swf](http://www.slyasafox.com/stuff/haloSkin_3.swf)

This sounds a little confusing, but this is the best way I have found to get the video to load quickly and play well on all browsers. So you now have one movie file (.flv) and these two supporting files (the player and skin)

Step 4 – Cut and paste this HTML code below and put in on your web site. Replace the location of the .flv file (highlighted in red) with the location of your .flv file.

That should do it !!

p.s. Since this document is a .pdf you may find it easier to just go to my one of my video web pages and in your browser go to “view source” scroll down to the appropriate code and cut and past it from there. Like this one;

<http://www.slyasafox.com/SVN/Video.html>

### Flash Code

```
<p><font size="2" face="Arial, Helvetica, sans-serif">This video is viewed
  in Flash. If you don't have Flash (98% of computers do) you can download
  it here. <a
href="http://www.macromedia.com/shockwave/download/download.cgi?P1_Prod_Versio
n=ShockwaveFlash"><font color="#0000FF">Flash
  Player</font></a><br>
  </font></p>
<p>
  <object
codebase="http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#ver
sion=7,0,0,0" id="FLVPlayer" height="291" width="342" classid="clsid:D27CDB6E-
AE6D-11cf-96B8-444553540000">
  <param name="movie" value="FLVPlayer_Progressive.swf">
  <param name="salign" value="lt">
  <param name="quality" value="high">
  <param name="scale" value="noscale">
  <param name="FlashVars"
value="&skinName=haloSkin_3&streamName=http://www.slyasafox.com/SVN/Challen
ger\_FLV.flv&autoPlay=true&autoRewind=false">
  <embed src="FLVPlayer_Progressive.swf"
flashvars="&skinName=haloSkin_3&streamName=http://www.slyasafox.com/SVN/Chal
lenger\_FLV.flv&autoPlay=true&autoRewind=false" quality="high" scale="noscale"
name="FLVPlayer" salign="LT" type="application/x-shockwave-flash"
pluginspage="http://www.macromedia.com/go/getflashplayer" height="291"
width="342"></embed>
  </object>
  </p>
</td>
<td WIDTH="2">&nbsp;</td>
</tr>
</table>
```

</html>

Have fun !!!

Mark L. Fox  
[www.slyasafox.com](http://www.slyasafox.com)