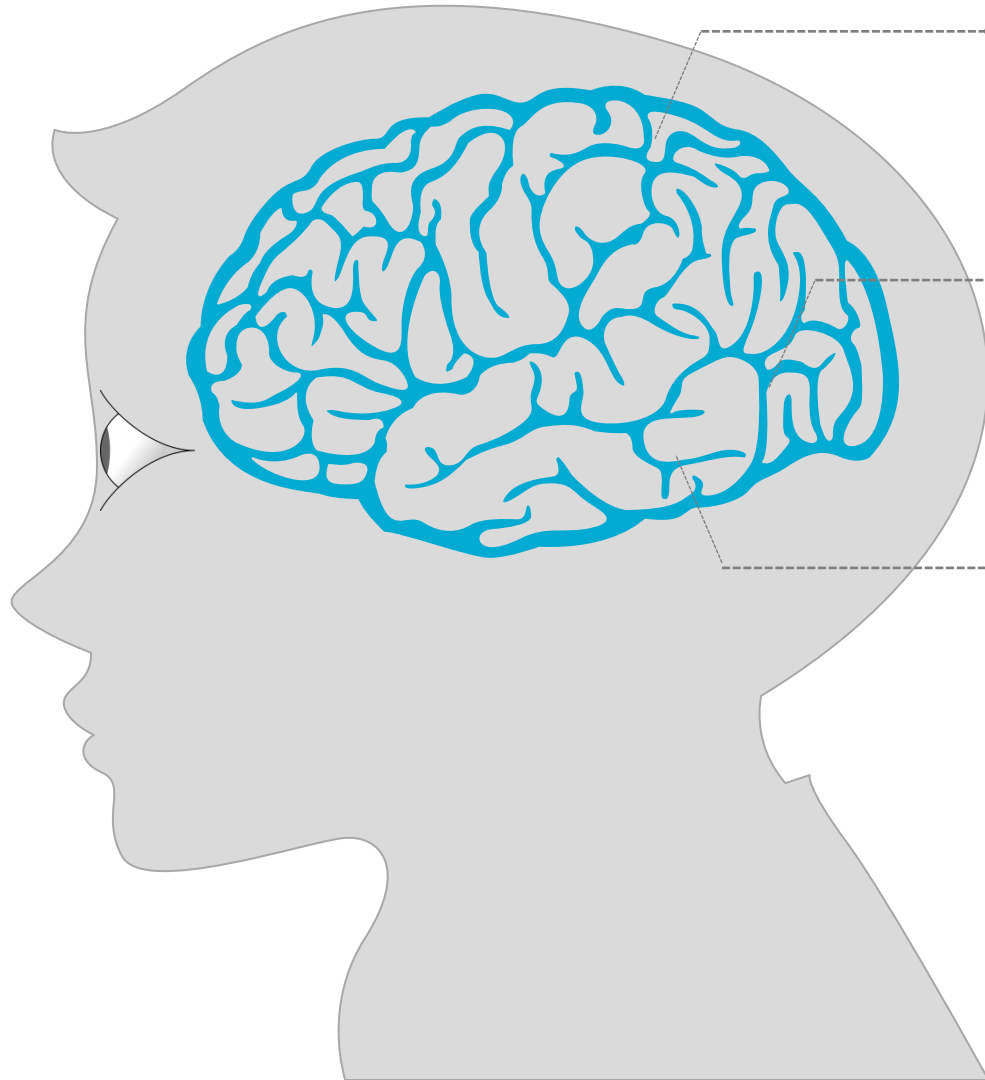


Video Comprises all Other Mediums

Video Transmit Information Faster Than Text



Transmit Messages Faster

The brain can see images that last for just 13 milliseconds and our eyes can register 36,000 visual messages per hour.

Easier to Comprehend

Visuals have been found to improve learning by up to 400 percent. Video is more engaging than text.

Video verses Text

We're hardwired to pay attention to and understand things that move, and adding sound increases the effect.

Key Points

Video creates an emotional connection.

Watching a video, is passive. It's much less demanding and more of an automatic process, asking a lot less energy and effort from the viewer.

The average person only remembers about a fifth of what they hear.

65 percent of the population are visual learners.

Words are processed through short term memory where as visual imagery is absorbed into the long term memory where they are etched indelibly.

90% of information transmitted to the brain is visual.