

## More Royalty Free Lifestyle HD footage collections at Stock Options

Issued by [Greatstock](#) 26 Feb 2010

Leading stock footage company Stock Options has recently added another all-new collection of High Definition (HD) lifestyle footage - with much of it originated on the high-spec Red One (35mm) format.

“The footage is all fully model-released, further adding to its appeal for producers of high-end TVC's, corporates and the like,” according to manager Erna de Villiers. “Fully-cleared contemporary lifestyle footage is showing strong demand, and the excellent performances and high production values are sure to find favour with producers and creatives. It's a great collection that spans many commonly-requested themes within the lifestyle category, and provides a welcome addition to our growing range of Royalty Free motion imagery.”

The Red One camera used to create the footage boasts a 35mm chip - much larger than the chips used by most HD cameras. The result is that this HD material offers a very similar look-and-feel to 35mm film cameras - with much more nuanced control over depth-of-field, giving it a very appealing 'cinematic' feel.

The collection can be viewed on [www.stockoptions.co.za/BRL](http://www.stockoptions.co.za/BRL).

Rights and Clearances services from Stock Options can be applied to photography as well as footage, for all types of projects.

For more info contact or call Tel 011 880-2037 or visit [www.stockoptions.co.za](http://www.stockoptions.co.za).









- **Greatstock launches first genuinely Africa-centric image bank** 18 Aug 2025
- **The hidden cost of content chaos – and why we need to start wrangling it** 28 May 2025
- **Content is king. But first, it needs to be rounded up** 7 Apr 2025
- **Remastering Miriam Makeba for Bain's whisky TVC** 5 Sep 2022
- **And the Oscars makes 3** 28 Apr 2021



Greatstock

Content wranglers: Digital Asset Management specialists; Licensing, production, research, rights & clearances

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>