

X.TRAX Virtual Showcase - Important information for street artists

NEW SERVICE for 2009

Directory of street arts promoters and professionals now online

X.TRAX is delighted to announce that we have now launched our online directory of street arts promoters and professionals. If you want to use this service you will have to log in first, using the email address and password that you used when you created your profile on the Virtual Showcase. [Lost your password?](#)

Video Streaming

If you have downloaded this document then you know that X.TRAX has an online directory of street artists on its website www.xtrax.org.uk/streetartists

The directory contains entries from over 350 artists and companies from the UK and world wide and is constantly growing. We know from our research that it is a much used resource by promoters across Europe and that they use it when making booking decisions.

We are now developing this service to make it even more useful to artists and promoters.

We are currently giving our online directory of street artists a visual overhaul and turning it into the X.TRAX Virtual Showcase. This upgraded version of our online directory will enable you to showcase videos of your performances on the X.TRAX website via both streaming and downloading. This means that as well as having text and photographs about your work on the site, you can also showcase video footage of new and existing shows on the site.

So a promoter who is thinking of booking your work can

- **read promotional information** about your work
- **view photographs** of your work – we can now include up to 6 photographs
- **see video footage** of your shows online – excerpts or full length shows.

The X.TRAX website is already visited by 1000 – 6000 users each month making it an unmissable promotional opportunity for your work.

How does this save you money?

You will no longer have to produce lots of copies of DVDs to send to promoters about your work. You can just tell them to look at www.xtrax.org.uk/yourcompanyname to go straight to your entry on the site and view your latest promotional material. The promoter can then either watch a 10 minute (max) clip of your show via our streaming service – or if they want a really high quality or full length experience of the show, they can download it to their computer and watch it at their leisure. There is no limit on the duration of the downloadable material.

This service is FREE for you and the promoter.

Act now to take advantage of this service

If you not already registered on the directory then register immediately by going to www.xtrax.org.uk/streetartists

Then

- 1 decide what video material you want us to upload for you. You can send us up to 4 different videos. You may want to include a short trailer as well as or instead of a full length piece. It depends on what really showcases your work to its best advantage – sometimes less is more, but its up to you. (10 minutes max for streaming, unlimited for downloads)
- 2 complete the attached form making sure you sign the consent forms
- 3 check that your entry on the site is up to date
- 4 send more photographs of your work so that we can make sure that your entry looks good to nicole@xtrax.org.uk

Remember to register before you send us your DVDs.

Please help us to raise the profile of UK street arts work by sending us your high quality DVDs as soon as you can and making sure your entry on the site is up to date.

We value your support and involvement in this project. If you have any comments or suggestions please contact us.

Please read the attached document for more information.

Best wishes

The X.TRAX team