

imagine Kit List — 2026 edition

Gear, without guesswork.

To get the most from your imagine subscription, you need the right tools.

We've done the research, so you don't have to.

Here are practical, proven setups designed for schools — not studios.

We'll train your team to use them properly. Simply. Confidently.

*To assist with your planning and budgeting, we have provided indicative prices.
These are indicative only and subject to change.*

imagine
studio

**Cameras —
capture it
properly**

iPhone 15–17 Pro / Pro Max + Blackmagic Camera App

At a glance.

The fastest, most accessible way to start producing professional school videos.

The detail.

Most schools already have access to a recent iPhone. Paired with the free Blackmagic Camera app, it allows manual control over exposure, focus and frame rate. Add a fluid head tripod and your footage immediately becomes more stable and intentional.

Why it matters.

This removes hesitation. Your team can shoot immediately without waiting on approvals or specialist equipment. For regular updates and social content, it delivers speed without sacrificing credibility.

Buying guide.

- ❖ iPhone 15–17 Pro/Pro Max – \$1,700–\$2,400
- ❖ Blackmagic Camera app – free



Sony ZV-E10 II with 16–50mm lens

At a glance.

A dependable, all-round camera that does the heavy lifting.

The detail.

The Sony ZV-E10 II with 16-50mm lens is a mirrorless camera built for content creators and vloggers. It combines a 26 MP APS-C sensor with advanced autofocus and video capabilities in a lightweight body, ideal for interviews, campus coverage and hybrid shooting.

Why it matters.

This is your workhorse. It produces consistent, polished results – even if your team isn't technically trained. A noticeable lift in quality, without added complexity.

Buying guide.

- Sony ZV-E10 II with 16–50mm lens – \$1,500–\$1,800
- [Buy here](#)



Canon EOS R50 V + Sigma 18–50mm f/2.8 lens

At a glance.

Greater creative control for schools ready to elevate their visual presence.

The detail.

The Canon EOS R50 V is a compact APS-C mirrorless camera designed for creators seeking advanced video capability and creative flexibility. Pair it with the Sigma 18–50mm f/2.8 DC DN contemporary lens, a lightweight standard zoom with a bright, constant aperture and strong optics, ideal for cinematic depth and low-light performance.

Why it matters.

This setup gives you distinction. Interviews feel premium. Enrolment campaigns feel deliberate. Your school presents with confidence and visual authority.

Buying guide.

- 🔗 Canon EOS R50 V + – \$1,000–\$1,300
🔗 [Buy here](#)
- 🔗 Sigma 18–50mm f/2.8 lens – \$500–\$800
🔗 [Buy here](#)



**Audio —
sound builds
trust**

Rode Wireless GO III / DJI Mic 2

At a glance.

Clear audio, made simple.

The detail.

Both systems are compact wireless microphone solutions designed for interviews and on-the-move filming. Rode Wireless GO III is well-regarded for professional flexibility, while the DJI Mic 2 emphasises simplicity and portability.

Why it matters.

Audiences forgive imperfect visuals. They do not forgive poor audio. Clear sound increases professionalism and trust – especially for principal messages and leadership communication. The Rode comes with an additional lapel mic for added professionalism and streamline appearance on camera.

Buying guide.

- 🔗 Rode Wireless GO III – \$200–\$350
 - 🔗 [Buy here](#)
- 🔗 DJI Mic 2 – \$200–\$350
 - 🔗 [Buy here](#)



Tripods — stability matters

Benro T980 Hybrid Tripod w/ Fluid Head / Benro SLIM Video Tripod Kit

At a glance.

Professional stability with smooth movement control.

The detail.

True video tripods include a fluid head, allowing controlled pan and tilt movement. Unlike photography tripods, they are built for continuous motion capture. Australian retailers show professional options in this class at various price points.

Why it matters.

Shaky footage undermines credibility. A fluid head tripod adds control and polish to every frame. It's one of the simplest upgrades with the biggest visual impact.

Buying guide.

- 🔗 Benro T980 Hybrid Tripod w/ Fluid Head – \$100–\$200
 - 🔗 **Buy here**
- 🔗 Benro SLIM Video Tripod Kit – \$200–\$250
 - 🔗 **Buy here**



Lighting – light shapes perception

Nanlite Lumipad Twin Kit

At a glance.

A simple, portable lighting solution for indoor filming.

The detail.

The Nanlite Lumipad Twin Kit provides a lightweight two-point lighting setup ideal for interviews, principal messages and static content. Adjustable brightness allows you to control intensity and reduce harsh shadows. Compact and easy to store, it suits most school environments.

Why it matters.

For regular indoor filming, this is more than sufficient. It removes dark shadows, improves skin tone and instantly elevates perceived quality. A practical, cost-effective way to look professional.

Buying guide.

- 🔗 Nanlite Lumipad Twin Kit \$500-\$700
- 🔗 [Buy here](#)



Nanlite Forza 150 + Nanlite Forza Softbox + Xlite Turtle Base C Stand

At a glance.

Greater power and flexibility for mixed or outdoor environments.

The detail.

The Nanlite Forza 150 provides stronger output, making it suitable for larger spaces or situations with natural light interference. Paired with a softbox, it diffuses light for a flattering finish. A C Stand offers secure, adjustable positioning for more controlled setups.

Why it matters.

If your filming conditions vary – large halls, chapels, outdoor settings – this option gives you control. It allows you to shape light intentionally, not reactively. For schools wanting consistency across environments, this is the more versatile investment.

Buying guide.

- 🔗 Nanlite Forza 150 – \$800–\$900
 - 🔗 [Buy here](#)
- 🔗 Nanlite Forza 60 Softbox – \$180–\$250
 - 🔗 [Buy here](#)
- 🔗 Xlite Turtle Base C Stand – \$200–\$300
 - 🔗 [Buy here](#)
- 🔗 **Total package** – \$1,180–\$1,450



Extras —
add the polish

Atomos Shinobi GO 5.2" Monitor

At a glance.

Greater visibility. Greater control.

The detail.

The Atomos Shinobi GO 5.2" Monitor is a lightweight external monitor that attaches to your camera. It provides a brighter, larger screen for accurate framing and focus, particularly in bright environments. Designed for video shooters, it improves on-set precision.

Why it matters.

Small camera screens make mistakes easy. Missed focus, poor framing, unnoticed exposure issues. An external monitor reduces guesswork and increases confidence – especially when filming alone.

Buying guide.

- Atomos Shinobi
GO 5.2" Monitor \$450-\$550
- [Buy here](#)



DJI Osmo Pocket 3 Creator Combo

At a glance.

Smooth, stabilised movement in your pocket.

The detail.

The DJI Osmo Pocket 3 is a compact camera with built-in gimbal stabilisation. It's designed for dynamic filming – campus tours, walk-and-talk updates and event coverage. Lightweight and quick to deploy, it reduces shake without additional rigs.

Why it matters.

Movement adds energy. But unstable movement undermines credibility. This tool gives you fluid, professional motion without complexity. Ideal for schools wanting more dynamic storytelling

Buying guide.

- 🔗 DJI Osmo Pocket 3 Creator Combo
\$800-\$950
- 🔗 [Buy here](#)



Match your ambition

1. Foundation

For schools building confidence and consistency.

Recommended package

- o iPhone 15-17 Pro / Pro Max
- o Wireless microphone system
- o Fluid head tripod
- o Nanlite Lumipad Twin Kit

Buying guide

- o \$2,500-\$3,500

What you get

This setup creates immediate credibility. Clean audio. Stable footage. Proper lighting.

You move from reactive to reliable. Momentum builds quickly.

2. Confidence

For schools raising their production standards.

Recommended package

- o Sony ZV-E10 II
- o Wireless microphone system
- o Video tripod
- o Nanlite Lumipad Twin Kit
- o Optional Atomos ShinobiGO 5.2" monitor

Buying guide

- o \$3,500-\$5,500

What you get

Sharper focus. Greater flexibility. Stronger performance across varied environments.

Your video presence starts matching your brand ambition.

3. Distinction

For schools positioning themselves as leaders.

Recommended package

- o Canon EOS R50 V
- o Sigma 18-50mm f/2.8 lens
- o Wireless microphone system
- o Video tripod
- o Nanlite Forza 150 with softbox

Buying guide

- o \$6,000-\$8,500+

What you get

Cinematic depth. Controlled lighting. Confident framing.

Everyday content feels premium. Enrolment campaigns feel deliberate and distinctive.

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