



TOP PICKS

A guide on the latest equipment purchased



We present to you the latest picks of the season to hit your requirements on set! Let's just straight dive into the series.

Everyone in the industry has been buzzing out and about Arri's latest drop, the **ALEXA SUPER 35 Camera**. We are super proud to announce that we are amongst the first rental house in the Middle East to own #notonebuttwo of these glorious cameras. Our **Sony Venice 1** and **Sony Venice 2 (6K) | (8K)** have teamed up to provide more and we proudly own a total of 7 cameras from these series now.

What would camera bodies be without lenses right? We have the most sought-after every cinematographer's dream lenses. We are talking about none other than the **Angenieux EZ Series** with **EZ-1** and **EZ-2**. We also went ahead with the mother of zooms- the **Angenieux Optimo Ultra 12X FF** which is also lately added to our inventory. With our constant efforts to keep the industry well equipped, we proudly own 2 sets of Cooke S7/i lenses.

We've got our hands on the Service Vision's Telescopic Crane, **Scorpio 45** which is added to the big league of our grips department.

TALKS TO INSPIRE YOU

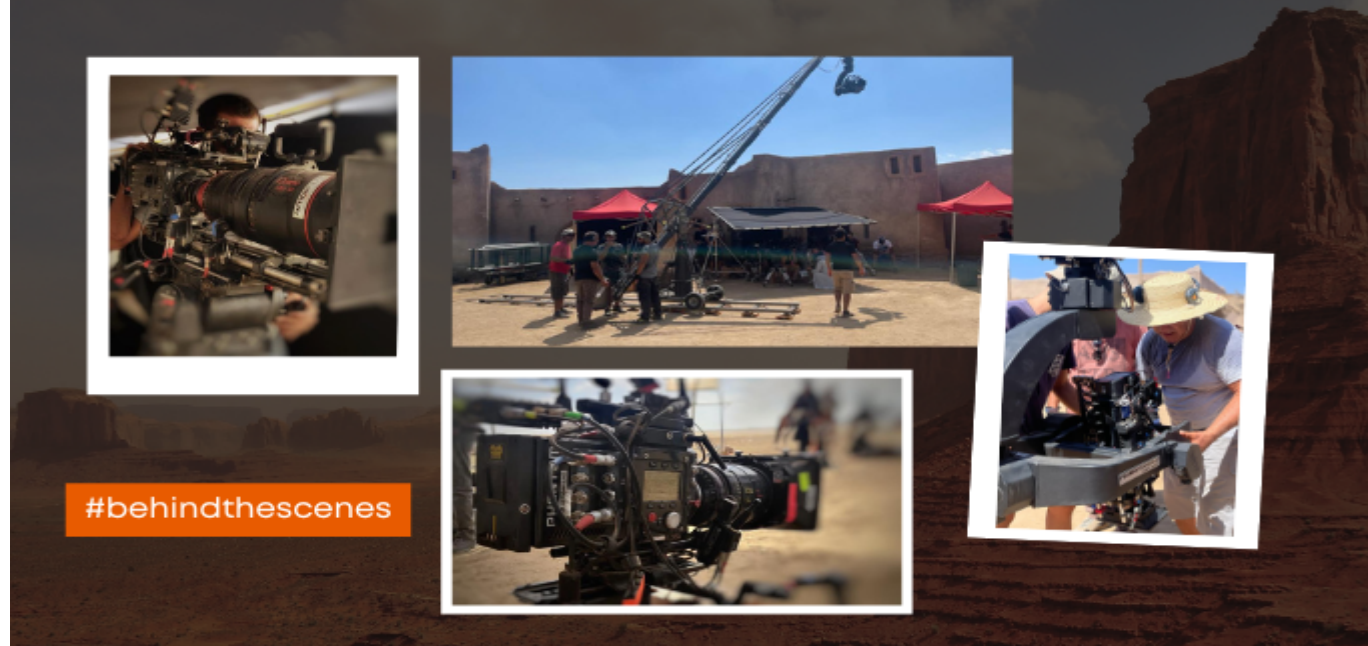
A guide on the latest projects worked on



THE MIC AFRICA

What an enthralling experience we've had with our sister concern shining in the limelight, 11-11 AV Rentals. We are beyond blessed to have provided the complete turn-key solution for the upcoming reality show- The Mic Africa.

Super privileged and proud to have been part of this amazing project by catering to providing the studio space to LED screens, lighting, sound, the complete production along with editing, coloring and final delivery. Thank you for giving us this opportunity. We wish the team all the very best for their screening!



MBC SERIES (INTERNATIONAL PROJECT)

When we look back and envision it, this whole project was indeed an amazing thrill that will always be happily carved within each of our memories. Thanks to MBC Team for trusting us with this huge project which is shot for more than 28 weeks and is ongoing. We were chosen as the rental house that catered to the Camera, Grip, and Lighting Equipment for the series and we can't thank our lovely team for all the efforts in pulling this off with such professionalism and providing the client with the best.

INSIDER NEWS

The scoop of inside news

We have some exciting news to unwind with all of you.

NEW EXPANSION

It's always been our dream to give back to the industry and that has been our vision since day one. We are expanding to a place not far from our mainland and we can't contain our excitement in showing you how it looks. We are estimated to complete construction in early 2024 and we are sure this will be marked in line with Dubai Culture's efforts of shaping Al Quoz into a Creative Zone. Here are some early phases of what the place looks like and stay tuned for more updates!



IPAF TRAINING

We as an organization always believe in our people and we truly abide by the importance of thriving for knowledge. We have been providing IPAF training with the help of Manlift Middle East LLC for our lovely crew. The purpose of the training is to provide them with licensed training to operate boom and scissor lifts. We are so glad that three batches have received training and we couldn't thank the training team enough for passing on their knowledge to our crew team!



U-CRANE ARM IS READY

It was indeed our dream to see the U-Crane storm the roads and we're getting closer each day to fulfilling our earnest dream. The vehicle is altered and bolted to cater to the industry's needs and we can't wait to show you the end result, which is going to hit the sets pretty soon.

Stay tuned for more!



CLIENT REVIEW

This was my first experience working with ActionFilmz and I am happy to say it will be the start of a long relationship with the team working there!

Kandahar was one of the first Hollywood films to ever film in Saudi Arabia and ActionFilmz provided us with all the lighting and grip equipment for the project as well as the crew for the lighting department. I can not speak highly enough of the professionalism and “can-do attitude” of the entire team at ActionFilmz. They went above and beyond to make sure the project was a success and were an integral part of putting this together.

A special mention to Crispin Dominic and the entire team who worked so hard to be part of the movie and make sure we had everything we needed and more. I can honestly say the experience was amazing we started as colleagues on a project and ended as friends and we will work together with ActionFilmz a lot more in the future!

Cyrus Patel
Unit Production Manager – Kandahar

Desert Warrior was the largest film production ever to shoot inside Saudi Arabia. At the time of production, there was minimal infrastructure to handle a sizeable Hollywood show. This is where Action Filmz, out of Dubai, UAE, stepped in and saved the day for the lighting department.

The hardest part of lighting Desert Warrior was sourcing, securing, shipping, delivering, and returning the Hollywood-grade equipment we needed to film this project. Action Filmz excelled as a reliable and trusted partner every step of the way.

They have one of the largest movie lighting inventories in the Middle East. They own and rent the kind of lighting equipment professionals like to use. Their equipment is extremely well maintained, no small feat for gear that regularly works in the most grueling deserts on Earth.

They are a service-oriented company. They are experts in Middle East shipping and customs processes & requirements. Anything they don’t directly own, they can and will find. They’ll do whatever it takes to ensure equipment arrives on time and within budget.

Crispin Dominic, the owner, is a true filmmaker in his own right. Action Filmz delivered the goods. They are the real deal, and I felt fortunate they were by our side on Desert Warrior.

Walter Bithell
Key Gaffer– Desert Warrior

INDUSTRY NEWS

IBC 2022

What a successful wrap it was to the IBC 2022 held in Amsterdam. It was an amazing 4-day event where we all got to network, meet and greet and build new connections along with exchanging new product launches and knowledge.

Looking forward to seeing, feeling, and hearing the buzz of exhibitions more in the days to come!



MEET THE NEW WAVE

A one-on-one with Today's Industry Pioneers



Award winning, self-made, and above all, a true artist.

ANDRONICO DEL ROSARIO, celebrating 25 years of astounding the industry with his creativity. An Artist, Production Designer, Art Director, Swing Gang Boss, and Set Dresser, who has collaborated with many well-known local and international Film, and TV Production, Directors, Production Designer, and Lead Set Decorator.

1. Can you explain the journey of how you entered the land of art and creation?

I started my journey in the Philippines as a helper in a Visual Merchandiser Workshop. The moment I stepped into that workshop; I immediately knew who I wanted to be as I was surrounded by great artists. I ended up spending lots of time in bookstores reading about art and visiting numerous art exhibitions seeking inspiration. I was offered to work in Dubai with any mere experience and over the years, everything that I learned in art is from experience and the people whom I worked with which includes artists, sculptors, Art directors, directors, and production designers. Collaborating with different people in the creative field is a nonstop learning experience and it is this very experience that has given me an edge and today I can proudly state during 1996, I was the first Art Director and Special effects in Dubai servicing almost every production house and in 2005 I moved to Canada to gain more knowledge about the industry by studying staging and design and Human Anatomy in SFX. I got nominated in 2017 for Canadian screen awards and in 2019 for Filipino Artist of the year in UAE. To this moment I keep myself hungry for creativity and I consider this “the love of my life”.

2. How have you seen the industry evolve over the years from the “then times”?

In the then times, things were very different out here starting from the limitation of talent, raw material, technology, etc. Now we are living in an era where there is ample room for new media, new technology, and many more production houses.

Dubai has grown to reach such heights and everything is at its fastest pace. You wouldn't be here if you are slow. In today's age, the recognition of pioneers who have dedicated their all to the industry is an envisioning sight because they are the biggest contributors to the industry and a lot of talents across the world are making their way to experience the cultural market that UAE has to offer.

3. Your inspiration to be the best of YOU!

I am always inspired by passionate and creative people who live on to discover new ideas for the world. I think as a human being no matter who you are, it is important that you serve your purpose on this planet in the best possible way you can. I am also inspired by people that think and prioritize creativity before anything else. To me, I am my own inspiration as I always love challenging myself on how far I can push through.

4. In today's era, what do you think is missing within the industry?

There is always something missing anywhere we go. That's why we keep moving to find the missing piece. I personally think that even today, it is the support and respect for the creative process that seems to lack. At the end of the day, it is a business and from an industry point of view, it is a creative field that needs constant support and has to be protected especially for those that are passionate about their craft.

5. What is your mantra that you'd like to pass on to the aspiring tomorrow?

Eagerness and excitement. This will keep us alive to do something creative; something new that no one has ever conquered before in these digital times where we have the strength to explore, and discover and the universe has no limit.

6. 6 lessons from your book of today that made you who you are today.

Art is a rush of emotions. When we are excited, we feel good, better, and invincible. Art is a universal language that everyone can give meaning to and understand regardless your nationality, race, color, or Religion. No matter how expensive your shoes are, don't forget to step on the ground. Don't be scared to show your work as it may be a beauty in the eye of a beholder.

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