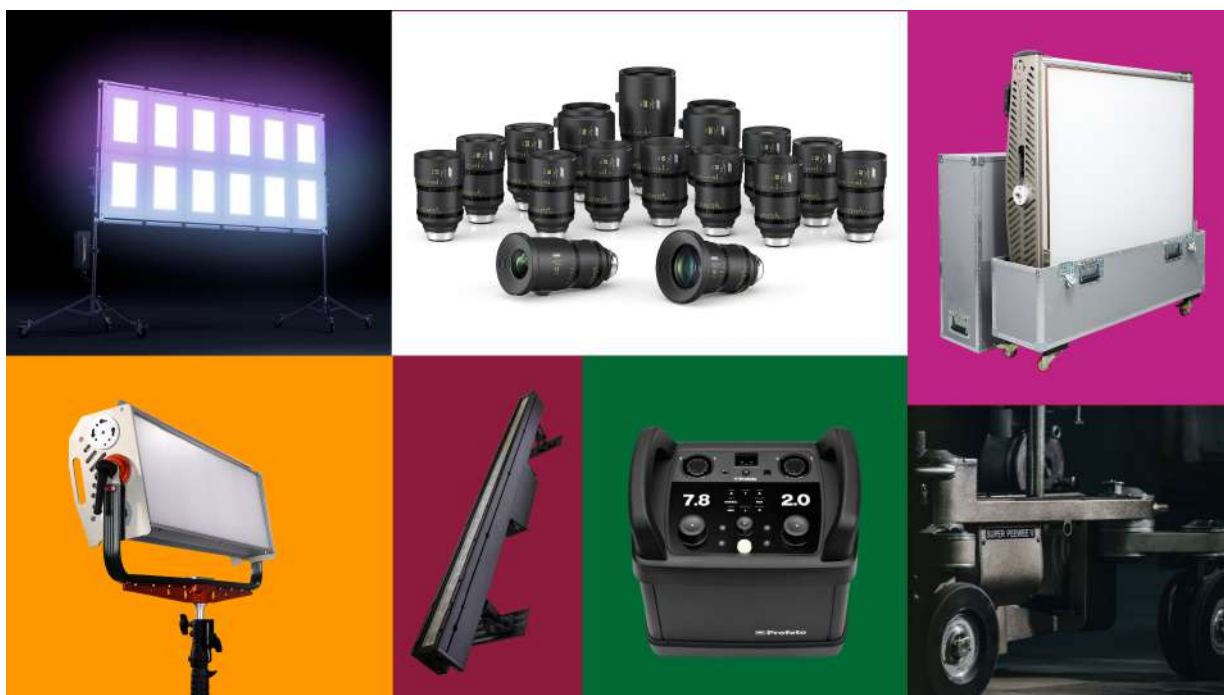




Hope everyone's first quarter of 2023 is going as bashing and successful. Without further adieu, let's dive into the first season of 2023!

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! Here we go! We have been quite constant with our purchases and this quarter was home to quite a few new products.

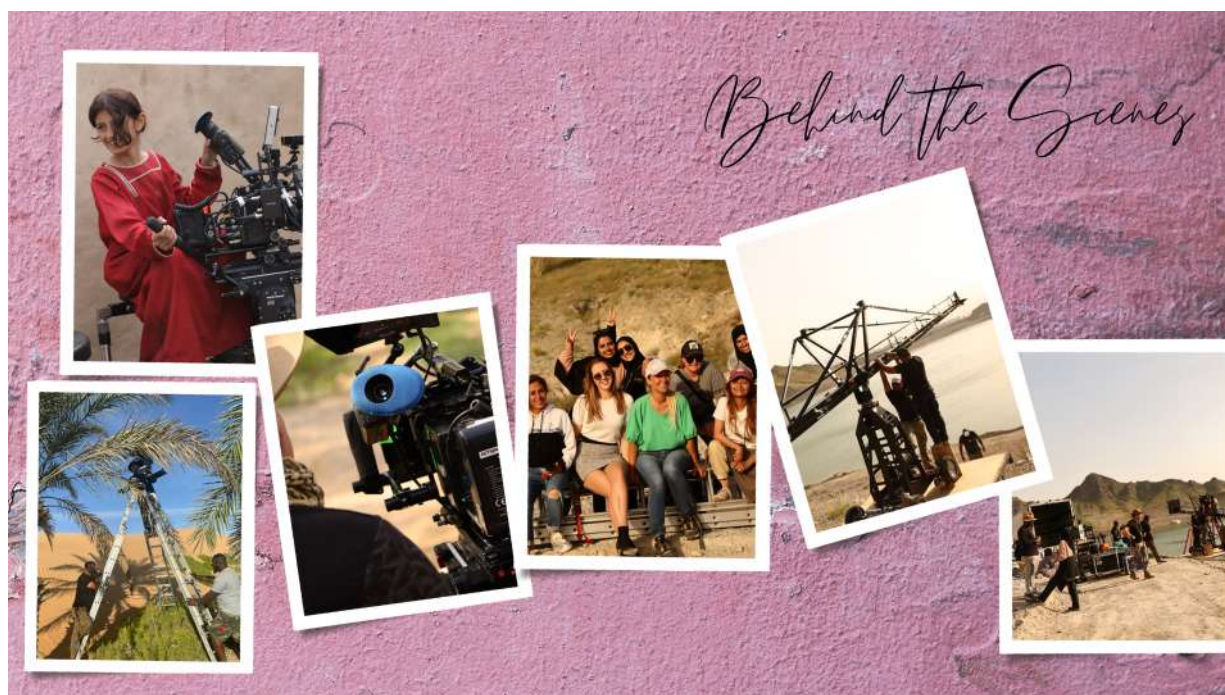
the latest dolly within our premises. We have completed the entire set of the first full range of large-format lenses designed specifically for digital cinematography, the **Arri Signature Primes**, and now we do have it all! We have also got our hands on the 2nd **Angenieux Optimo 24-290mm** zoom lens and the most awaited **Cooke S8/I lens** have finally arrived.

We are super thrilled to announce a brand that we have dealt with for the first time and we are talking about none other than the Emmy Award Winning brand, Senna Lighting. We have stocked up on the **Masterpiece Light** (the Emmy Award-winning light) and **M4. Litegear Auroris X** was also home this season and the **Astera AX2 Pixel Bars** have been newly added to our inventory to splash more color into our lighting department.

Photography lovers fear not, we have something for you as well. The **Profoto 11 Pro** is at our stores and we can't wait for you all to create magical content using our wide range of Profoto equipments which can be [viewed here](#).

TALKS TO INSPIRE YOU

A guide on the latest projects worked on



We were fortunate to have worked on many projects this quarter and we can't thank our clients for choosing us to be a part of these projects. Starting off with the mountainous terrains of Fujairah, it was indeed an honor to have worked with **Mountain Boy**. We were beyond thrilled to have supplied the cameras, lighting, and grip equipments. We'd like to thank **Desert Rose Films** for giving us the opportunity to work with you all and we look forward to many many more endeavors in the near future.

We are enthralled to let you all know that we have been given the opportunity to be a part of a massive project with **MBC** yet again which will begin filming in Saudi Arabia. We have catered to camera,



It was indeed a great moment for all of us to have been an ardent part of the Dubai Police SWAT Challenge Film under the productions of **BOLD**. We have yet again begun the year by proudly once again collaborating with the nation and the services that the Dubai Police has offered to keep us safe in this country. The private screening for the film was held at the Dubai Hills Mall, Roxy Theatre and it was indeed our proudest moment to have met, **His Excellency Lieutenant General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police** and this moment would definitely be something we'd all cherish forever.



Our **11-11 Events** team had the privileged opportunity to have worked on the Graduation Ceremony for the Dubai Police Academy. We catered to the Audio Visual setup for the event and it was indeed an eye-opener for everyone who dedicatedly worked on the ceremony and we wholeheartedly want to thank the academy for trusting in us and giving us the opportunity to prove our talents!

The scoop of inside news

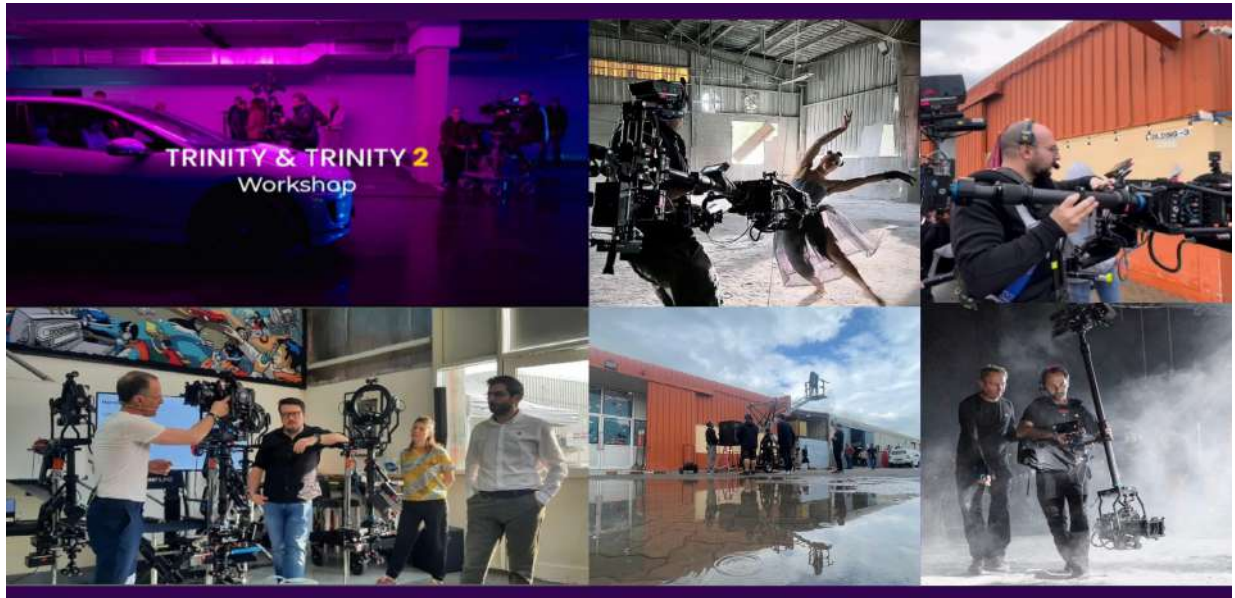
Starting off with the year-end party that we had in Dec 2022. It was such fun to unwind and the entire team and their loved ones had the time of our lives. Here are the recap of our moments and a big credit goes to our lovely **11-11 Events** team for organizing and creating a magical night for all of us.



You must have all seen the recent brandings we have done to our welcoming doors and this has been a pet project that we were all keen to do and instantly it just added more colors into our lives and hope it bought colors into yours too! If you haven't seen it, do pass by and take a minute to read our comic strips!



The TRINITY workshop conducted by Fares Corbani in collaboration with ARRI Academy and Action Filmz was indeed a huge hit and we'd like to thank the inventor and designer, Mr. Curt Schaller for being an ardent support system and we're so grateful to have had all those attendees fly in and be a big part of us during this journey.



CLIENT REVIEW

I can confidently say that Action Filmz is a top-notch equipment rental company that has been my go-to for over 7 years. They boast an extensive inventory of high-quality gear that is consistently available, even when I make last-minute bookings. One of the standout features of Action Filmz is its exceptional team. From start to finish, the staff is incredibly helpful, professional, reliable, and always, but always with a smile on their faces. They excel in navigating even the most stressful and time-sensitive situations, ensuring that my shoots run smoothly and without a hitch.

Overall, I highly recommend Action Filmz for all of your equipment rental needs in Dubai. Their commitment to excellence and unparalleled customer service make them the clear choice for anyone seeking top-tier gear and support.

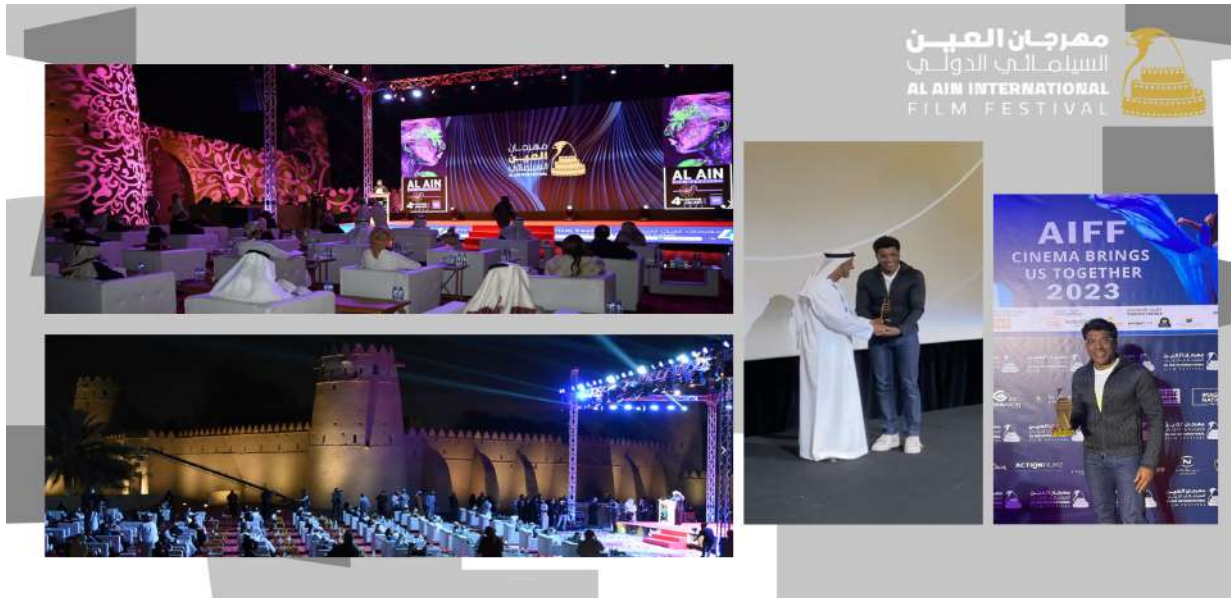
Adam Black
Photographer

Working with Action Filmz was such a great experience. The whole staff was extremely talented, friendly and accommodating to our needs. We were able to fully produce and post produce a full season of our hit show "The Mic Africa" using Action Filmz's facilities, equipment and personnel. We hope we get to work together in the future.

Stan Jakubowicz
President of Production

INDUSTRY NEWS

The 5th Edition of the Al Ain Film Festival that took place at the Sheikh Zayed Center for Desert Sciences Al Ain Zoo was a spectacular event to celebrate the journey of films and it was indeed our pleasure to have been the strategic partner for the festival this edition. We were very much obliged with a token of appreciation by the founder and director of Al Ain Film Festival, Amer Salmeen AlMurry for our contributions and we look forward to more associations that brings cinema together.



Seven days in the magical city of Sharjah will be a week to always remember. **Xposure 2023**, a film and photography exhibition conducted under the patronage of Sharjah Media Bureau was an amazing experience and it was indeed a platform to see and interact with like minds breathing and aspiring the same language as that of film and photo.

Beyond blessed to have met all those amazing people who crossed paths with us!



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