

AAAREELS

VOLUME 2023

COMPANY PROFILE



PRODUCTION

aaareelsproduction.com





The Biggest Production House in Dubai

Who We Are?

AAA Reels Production falls under the AAA Group of Companies.

We are a leading one-stop production house dedicated to delivering exceptional services across a wide spectrum of creative disciplines. With a strong focus on video and audio production, event management, photography, animations, and educational workshops, we strive to meet and exceed the expectations of our clients. Our team of experienced professionals is passionate about creating captivating content that engages audiences and drives results. From conceptualizing strategies and designing visually stunning concepts to executing

seamless productions and managing efficient distribution, we take pride in our holistic approach. Client satisfaction is at the core of our values, and we go above and beyond to ensure their happiness, fostering long-lasting partnerships built on trust and exceptional quality. When you choose us, you can trust that your project will receive the utmost care and attention to detail, resulting in reel production and scroll-stopping content that not only meets but exceeds your goals and aspirations.

Business Partners



What We Do?

01.

Content Production

From stunning visuals to soul touching music, we do it all. Video, Audio, Photography, Artist anagement, Animation and Stills for all platforms.

02.

Strategy & Consultation

Need expert guidance for your project? Talk to our creative and technical experts. Whether a reality show, a film, an album or any aspect of audio and video production, we've got you covered.

03.

Digital Distribution

Get your content on OTT platforms and IFE. We work as an aggregate for many outlets worldwide.

04.

Event Management:

We expertly plan, organize, and execute events of all sizes, creating unforgettable experiences tailored to our clients' visions and objectives.

05.

Artist Management:

We provide comprehensive artist management services, representing and nurturing talented artists while connecting them with diverse opportunities for growth and success.

06.

Educational Workshops:

Our engaging and informative workshops empower participants with valuable knowledge and skills, fostering personal and professional development in a dynamic and interactive learning environment.

WE BELIEVE IN THE POWER OF CREATIVITY, TECHNOLOGY AND STORY TELLING TO CAPTIVATING CONTENT THAT RESONATES WITH AUDIENCES WORLDWIDE. WE STRIVE FOR EXCELLENCE IN EVERY PROJECT , NO MATTER THE SIZE, AND ARE COMMITTED TO DELIVERING UNPARALLELED COMPLETED PROJECTS.



MUHAMMAD MUEEN
CHAIRMAN

OUR TEAM



MARIA RAZA
CEO



ATIF ALI
MANAGING DIRECTOR



MUSTAFA ZAHID
PROJECT HEAD



ALY DOSHAMBE
HEAD OF OPERATIONS
& MARKETING



TABRAIZ HAROON
HEAD OF AUDIO
PRODUCTION



FADI KHAN
HEAD OF VIDEO
PRODUCTION

PLAYBACK CREATIVES

Playback Creatives, the audio wing of AAA Reels Production, adding a whole range of services to the Group.





AAA Records is the new venture of AAA Reels. Headed by **Mustafa Zahid**, this venture is soaring and has already created waves within the industry.





VIDEO PRODUCTION

We bring your visual ideas to reality and galore with expertise in craftsmanship and leading industry standards. From TVC's, Documentaries, Series, Films, TV Shows and Music Videos. You name it, we got you covered through all platforms

CONTENT PRODUCTION

AUDIO PRODUCTION

We texture the Sound for realistic results, integrate it with mesmerizing compositions soothing for your ears, rock solid arrangements and a complete all-rounder package meeting our client's needs from all types of creative industries. We ensure expert skill set, thorough consultation and splendid top notch quality here at Playback Creatives and AAA Reels Production



AUDIO PRODUCTION

- Audio Production
- Original Music Composition
- VoiceOvers
- Event Music Production
- Radio Production
- Surround Mixing
- Sound Design
- IVR
- Sonic Branding
- Dubbing

1.

Audio Production:

Professional audio production services encompassing recording, editing, mixing, and mastering to ensure high-quality sound for various media projects such as films, commercials, podcasts, and more.

Comprehensive audio production solutions tailored to meet the specific needs of clients, delivering polished and immersive sound experiences through expert craftsmanship and state-of-the-art equipment.

2.

Original Music Composition:

Customized musical compositions created from scratch to evoke emotions, enhance storytelling, and captivate audiences across various mediums including film, TV, advertisements, and video games.

Tailored original music compositions crafted to reflect the desired mood, genre, and thematic elements, bringing unique and memorable soundtracks that leave a lasting impact on the audience.

3. Voiceovers:
Professional voiceover services provided by experienced voice artists, offering diverse vocal styles and exceptional delivery for narrations, commercials, explainer videos, e-learning courses, and more.

High-quality voiceover recordings that effectively communicate brand messages, utilizing versatile voices and expert narration techniques to captivate and engage listeners.

5. Radio Production:
Professional radio production services encompassing scriptwriting, voiceovers, sound effects, music selection, and editing, resulting in captivating radio advertisements, jingles, station imaging, and promotional content.

Engaging radio production that combines creative storytelling, impactful audio elements, and expert mixing, delivering attention-grabbing radio campaigns that effectively communicate messages and captivate listeners.

4. Event Music Production:
Specialized music production services for events such as conferences, seminars, corporate functions, and live performances, creating custom music tracks, jingles, and soundscapes tailored to the event's atmosphere and objectives.

Dynamic event music production that sets the mood, energizes the audience, and enhances the overall experience, ensuring seamless integration with visual elements and capturing the essence of the event.

6. Surround Mixing:
Specialized surround sound mixing services that utilize the 5.1 audio format to create immersive audio experiences for film, TV, documentaries, and gaming, enhancing spatial depth and realism through precise positioning of sounds.

Expert 5.1 surround mixing that brings audio to life, enabling the audience to feel fully immersed in the sonic environment, with carefully balanced and distributed audio elements that enhance the visual storytelling.

7. Sound Design:
Tailored sound design services that involve creating and manipulating audio elements to enhance storytelling, evoke emotions, and build immersive environments for films, games, animations, and multimedia projects.

Creative sound design that combines technical expertise and artistic vision to shape the auditory world, crafting captivating soundscapes, realistic sound effects, and unique sonic identities that enrich the overall audio experience.

9. Sonic Branding:
Strategic audio branding services aimed at creating distinct sonic identities for brands, including memorable jingles, sound logos, and brand music that reinforce brand recognition and create an emotional connection with the target audience.

Customized sonic branding solutions that translate brand values, personality, and messaging into captivating audio elements, enabling brands to establish a unique auditory presence and enhance their overall brand experience.

8. IVR:
Interactive Voice Response (IVR) solutions that involve professionally recorded voice prompts and menus, designed to guide and assist callers in navigating automated phone systems for businesses, customer support, and service providers.

Expertly crafted IVR systems that offer a seamless and user-friendly experience, incorporating clear and concise voice prompts that efficiently direct callers and ensure effective communication while maintaining brand consistency.

10. Dubbing:
Professional dubbing services that involve replacing the original language dialogue with translated versions, ensuring seamless lip-syncing, accurate voice characterization, and cultural adaptation for international distribution of films, TV shows, and content.

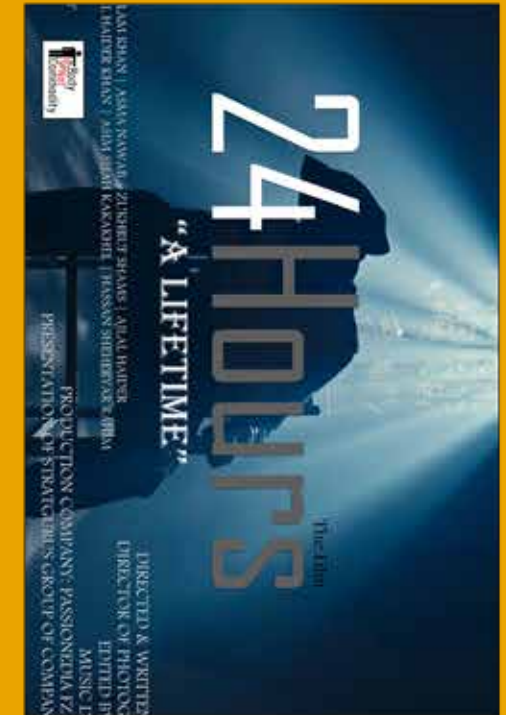
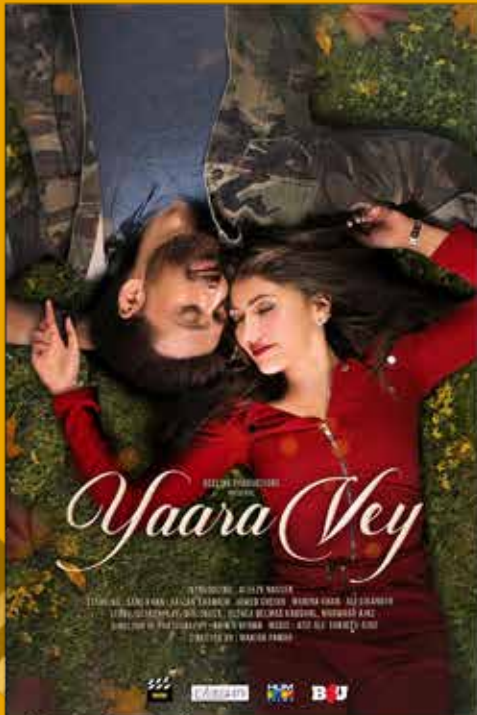
High-quality dubbing services performed by experienced voice actors and linguists, maintaining the integrity of the original production while effectively localizing the content to reach global audiences with authenticity and clarity.

VIDEO PRODUCTION

- Pre-Production
- Production
- Post-Production
- Live Streaming and Event Coverage
- Drone Videography
- Corporate and Promotional Videos
- Documentary and Film Production
- Virtual Reality (VR) and Augmented Reality (AR)

FILM

PROJECTS



1. Pre-production:
The planning and preparation phase, establishing a clear vision and laying the foundation for a successful video project.

Concept development, Scriptwriting, Storyboarding, Location scouting, Casting and talent acquisition, Production planning and scheduling, Production planning and scheduling.

3. Post-production
Activities after filming, including editing, color correction, sound design, and visual effects, to refine and enhance the footage.

Video editing, Color correction and grading
Sound design and mixing, Visual effects (VFX), Motion graphics and titling, Music composition or licensing, Voiceover recording, Final video delivery in various formats, Post-production editing and sound design

2. Production:
The filming or recording phase, bringing together cameras, lighting, sound, and talent to capture the planned content.

Camera operation, Lighting setup
Audio recording, Directing and on-set management, Production equipment rental, Set design and construction

4. Live Streaming and Event Coverage:
Real-time broadcasting of events, conferences, and performances to engage remote audiences.

Multi-camera setup and live switching
Live streaming on platforms like YouTube or Facebook
Event videography and coverage
Live event production and coordination

5. **Drone Videography:** Capturing aerial footage to showcase landscapes, properties, and events from breathtaking angles.

Concept development, Scriptwriting
Storyboarding, Location scouting
Casting and talent acquisition,
Production planning and scheduling

7. **Documentary and Film Production:** Creating non-fictional or fictional visual narratives, exploring real-life events or cinematic storytelling.

Documentary filmmaking, Short films or feature films, Script development and screenwriting, Cinematography and storytelling
Post-production editing and sound design

6. **Corporate and Promotional Videos:**

Company profiles, Product or service showcases, Testimonials and interviews
Training and instructional videos
Marketing tools featuring company profiles, product showcases, testimonials, and promotional campaigns, Promotional campaigns

8. **Virtual Reality (VR) and Augmented Reality (AR):** Immersive technologies that create interactive virtual experiences, combining computer-generated elements with the real world to enhance visual storytelling and provide unique and engaging user experiences.

360-degree video production, VR/AR content development, Interactive virtual experiences, Virtual tours and simulations

ANIMATION



- 2D Animation
- 3D Animation
- Motion Graphics
- Explainer Videos
- Animated Advertisements
- 3Animated Storytelling
- Character Animation
- Visual Effects (VFX)
- Interactive Animation

1. **2D Animation:**
Bringing illustrations to life through frame-by-frame animation and vibrant visuals.

Character animation
Motion graphics
Animated explainer videos
Cartoon animation
Whiteboard animation

3. **Motion Graphics:**
Conveying information and enhancing storytelling through dynamic visual elements and typography.

sequences and lower thirds
Infographics and data visualization
Animated typography
Logo animations
Broadcast graphics

2. **3D Animation:**
Conveying information and enhancing storytelling through dynamic visual elements and typography.

Character animation
Product visualization
Architectural walkthroughs
Visual effects (VFX)
Animated logos and titles

4. **Explainer Videos:**
Simplifying complex ideas and engaging audiences through concise and animated explanations.

Animated product/service demonstrations
Educational animations
How-to videos
Process explanations
Animated presentations

5. Animated Advertisements:
Captivating viewers with visually appealing and dynamic commercials and online ads.

Animated commercials
Online/social media ads
Animated banners and overlays
Animated GIFs

7. Character Animation:
Breathing life into digital or illustrated characters with expressive movements and performances.

Character design and rigging
Lip syncing and facial expressions
Walk cycles and movement
Acting and emotions

9. Interactive Animation:
Engaging users with interactive infographics, presentations, and gamified animations.

Interactive infographics
Interactive presentations
Gamified animations
Touchscreen and mobile app animations

6. 3d Animated Storytelling:
Conveying narratives and evoking emotions through animated short films and webisodes.

Animated short films
Animated series or episodes
Animated webisodes
Animated music videos

8. Visual Effects (VFX):
Enhancing visuals and creating stunning illusions through CGI integration and digital effects.

CGI integration with live-action footage
Green screen compositing
Particle effects and simulations
Digital set extensions
CGI creature or object creation

DIGITAL DISTRIBUTION

- OTT Platform Distribution
- TV Channel Distribution
- Inflight Entertainment Distribution
- Cinema Distribution
- Content Licensing and Rights Management
- Metadata Management
- Quality Control and Compliance
- Delivery and Distribution Management
- Reporting and Analytics
- comprehensive content



1. OTT Platform Distribution: Assisting content creators and producers in distributing their films, TV shows, documentaries, or web series to popular OTT (Over-The-Top) platforms such as Netflix, Amazon Prime Video, Hulu, Disney+, and others. This includes managing the licensing, metadata, encoding, and delivery process to meet the specific requirements of each platform.

3. Inflight Entertainment Distribution: Enabling content creators to distribute their films, TV shows, documentaries, or other video content to airlines for inflight entertainment systems. This includes encoding and formatting the content to meet specific airline specifications and working with inflight entertainment providers to ensure seamless delivery.

2. TV Channel Distribution: Facilitating the distribution of content to traditional television channels and networks. This involves negotiating broadcast deals, coordinating delivery logistics, and ensuring compliance with broadcasting standards and regulations.

4. Cinema Distribution: Managing the distribution of films to cinemas and theaters, coordinating the release schedules, securing theatrical bookings, and ensuring proper marketing and promotion to maximize audience attendance and box office revenue.

5. Content Licensing and Rights Management:
Assisting content creators and rights holders in licensing their content to various platforms, channels, and cinemas. This involves negotiating distribution deals, managing rights, and ensuring proper monetization and royalty collection.

7. Encoding and Transcoding:
Converting content into different file formats and bitrates to ensure compatibility with the technical requirements of different distribution platforms, delivery networks, and cinema systems. This includes optimizing video and audio quality while maintaining efficient file sizes for streaming, broadcasting, or projection.

6. Metadata Management:
Providing services to optimize and manage metadata associated with the content, including titles, descriptions, genres, cast and crew information, keywords, and other relevant details. Accurate and comprehensive metadata improves discoverability and enhances the user experience.

8. Quality Control and Compliance:
Conducting rigorous quality checks to ensure that the content meets technical specifications, audio-video standards, and regulatory guidelines for each distribution platform, channel, or cinema. This includes verifying video resolution, aspect ratio, closed captions, subtitles, and audio levels.

9. Delivery and Distribution Management: Managing the logistics of delivering content to multiple platforms, channels, and cinemas, including secure file transfer, content storage, and distribution workflow management. This ensures timely and efficient delivery of content to reach the intended audience.

11. Comprehensive content: These comprehensive content distribution services cover a wide range of platforms and channels, including OTT platforms, TV channels, inflight entertainment, and cinemas, ensuring that content reaches diverse audiences and maximizing its potential for monetization, audience engagement, and box office success.

10. Reporting and Analytics: Providing insights and analytics on content performance, viewership data, engagement metrics, box office revenue, and monetization opportunities across different distribution channels and cinemas. This helps content creators, distributors, and exhibitors make informed decisions and optimize their distribution strategies.



- Portrait Photography
- Fashion Photography
- Food Photography
- Product Photography

- Event Photography:
- Architect Photography
- Landscape Photography
- Travel PHOTOgraphy

- Fine Art Photography:
- Commercial Photography

1. Portrait Photography:
Capturing individuals or groups in professional and artistic portraits, showcasing their unique personality and style.

3. Fashion Photography:
Capturing models, clothing, and accessories in a creative and stylish manner to convey a specific fashion concept or brand.

2. Product Photography:
Showcasing products in an appealing and professional manner, highlighting their features and quality to attract customers.

4. Event Photography:
Documenting special events, conferences, weddings, and parties, capturing memorable moments and emotions.



5. Food Photography:
Showcasing food and beverages in an enticing and appetizing way, highlighting their presentation and deliciousness.

7. Landscape Photography:
Capturing the beauty of natural landscapes, scenery, and outdoor environments, showcasing the wonders of nature.

9. Fine Art Photography:
Creating artistic and visually striking images that evoke emotions and convey a deeper meaning or message

6. Architecture Photography:
Capturing buildings, interiors, and structures with precision and artistry, showcasing their design and aesthetics.

8. Travel Photography:
Documenting travel destinations, cultures, and experiences, capturing the essence and uniqueness of different locations

10. Commercial Photography:
Providing high-quality images for marketing, advertising, and promotional purposes, tailored to specific business needs.

Our team provides the best consultancy in production industry following systematic strategies to provide you with clear goals ensuring success and driving targeted audience. We offer strategic advice, creative direction and business development for creative entrepreneurs.

Our expert media team will assist you at every step. From setting up your video set to running post - production to taking care of distribution or if you need a reality show or scripted series. We have got you covered. We specialize in artist management for all creative projects ensuring all aspects of the artists and talent to be handled with care be it a music show, recording or video production.



CONSULTATION STRATEGY



EVENT MANAGEMENT

- Event Planning and Coordination
- Venue Selection and Management
- Event Design and Theming
- Registration and Ticketing
- Program Development and Agenda Management

- Speaker and Talent Management
- Audiovisual Production
- Event Marketing and Promotion
- Exhibition and Trade Show Management
- Onsite Event Management
- Post-event Evaluation and Reporting
- Destination Management Services



1. **Event Planning and Coordination:**

Comprehensive event planning and coordination services, including budgeting, venue selection, logistics management, vendor coordination, and overall event coordination.

3. **Event Design and Theming:**

Creating a unique and memorable event experience through creative event design, theming, décor, lighting, and ambiance that aligns with your event objectives and brand identity.

5. **Program Development and Agenda Management:**

Developing a well-structured program or agenda for your event, including keynote speakers, panel discussions, workshops, entertainment, and other activities, ensuring a seamless flow and engaging content.

2. **Venue Selection and Management:**

Assistance in finding the perfect event venue based on your requirements, negotiating contracts, managing bookings, and overseeing venue logistics.

4. **Registration and Ticketing:**

Online registration and ticketing solutions to streamline attendee registration, ticket sales, and attendee management, ensuring a smooth check-in process at the event.

6. **Speaker and Talent Management:**

Securing and managing renowned speakers, performers, and entertainers for your event, coordinating logistics, contracts, and ensuring a successful presentation or performance.

7. Audiovisual Production: Providing state-of-the-art audio visual equipment, technicians, and production support for flawless sound, lighting, staging, and visual presentations during the event.

9. Event Marketing and Promotion: Developing effective event marketing strategies, including online and offline promotion, social media marketing, email campaigns, and media outreach to maximize event attendance and awareness.

11. Post-event Evaluation and Reporting: Conducting post-event evaluations, analyzing attendee feedback, and providing comprehensive event reports to measure the event's success and identify areas for improvement.

8. Exhibition and Trade Show Management: Planning and managing exhibitions and trade shows, including booth design, exhibitor coordination, floor plan management, and attendee engagement strategies.

10. Onsite Event Management: Overseeing all aspects of the event on the day, including onsite event coordination, managing vendors, ensuring smooth operations, and addressing any issues that may arise.

12. Destination Management Services: Assisting with destination events by providing local expertise, coordinating transportation, accommodation, and activities for attendees, ensuring a seamless experience in a new location.

13. Event Technology Solutions: Recommending and implementing event technology solutions such as event apps, virtual event platforms, live streaming, and interactive engagement tools to enhance attendee experience and event outcomes.

15. Risk Management and Safety Planning: Developing risk management plans, ensuring event safety, coordinating emergency response procedures, and obtaining necessary permits and licenses to comply with regulations.



14. Sponsorship and Partnership Management: Securing sponsorships and managing partnerships with brands or organizations, creating mutually beneficial relationships and enhancing event funding and resources.



ARTIST MANAGEMENT

- Talent Booking Product
- Contract Negotiation
- Event Coordination
- Tour Management
- Brand Collaborations
- Promotion and Marketing
- Artist Development
- Performance Management



1. Talent Booking:
We specialize in securing top-notch artists and performers for events, concerts, and shows, ensuring a lineup that captivates and entertains audiences

3. Event Coordination:
We provide end-to-end event coordination services, working closely with artists to ensure smooth logistics, scheduling, and seamless performances.

2. Contract Negotiation:
Our experienced team handles all aspects of contract negotiation with artists, ensuring fair and mutually beneficial agreements for both parties involved.

4. Brand Collaborations:
We facilitate collaborations between artists and brands, creating unique opportunities for mutual promotion and brand integration.



5. Promotion and Marketing:
We strategize and execute comprehensive promotion and marketing campaigns to maximize the reach and impact of artists' performances.

7. Tour Management:
We handle all aspects of tour management, including scheduling, logistics, travel arrangements, and on-site support, ensuring successful and memorable tours.

9. Contract Administration:
Our team manages all administrative tasks related to artist contracts, including invoicing, payment processing, and legal compliance.

6. Artist Development:
We offer guidance and support to emerging artists, helping them navigate the industry, build their brand, and achieve their career goals.

8. Performance Management:
We oversee the smooth execution of artists' performances, ensuring technical requirements, stage setup, and sound production are of the highest quality.

10. Artist Relations:
We foster strong and positive relationships with artists, prioritizing their needs and ensuring a collaborative and supportive working environment.

EDUCATIONAL WORKSHOPS

- Introduction to Audio Recording Venue
- Audio Editing and Mixing
- Sound Design and Foley
- Voiceover Techniques
- Music Production
- Podcast Production
- Audio Mastering:
- Producing and Project Management
- Camera Operation and Techniques
- Video Editing and Post-Production
- Cinematography and Shot Composition
- Color Grading and Correctionion
- Sound Design and Mixing
- Producing Corporate Videos

VIDEO WORKSHOPS

- 1. Producing and Project Management:** Training on the process of producing videos, including project planning, budgeting, scheduling, coordinating resources, managing timelines, and overseeing the overall production process..
- 2. Camera Operation and Techniques:** Practical training on camera settings, framing, composition, and different shooting techniques to capture visually compelling footage.
- 3. Lighting for Video:** Workshops on lighting setups, techniques, and equipment used in video production to create desired moods, enhance visuals, and properly expose subjects.
- 4. Video Editing and Post-Production:** Hands-on sessions on non-linear video editing software, covering techniques for organizing footage, adding transitions, applying effects, and delivering a polished final product.
- 5. Cinematography and Shot Composition:** Training on advanced cinematography techniques, camera movements, shot types, and visual storytelling to create impactful video sequences.
- 6. Motion Graphics and Visual Effects:** Workshops on creating motion graphics and incorporating visual effects in videos using software tools, adding dynamic elements and enhancing storytelling.

7. Color Grading and Correction: Practical sessions on color grading techniques to enhance the visual aesthetics of video footage, adjust color balance, and create specific looks or moods.

9. Producing Corporate Videos: Training on producing corporate videos, including understanding client objectives, script development, conducting interviews, capturing B-roll footage, and delivering a professional final product.

11. Promotional Video Production: Guidance on producing promotional videos for businesses and organizations, including concept development, storyboarding, scripting, shooting product/service demonstrations, and creating impactful marketing videos.

8. Sound Design and Mixing: Introduction to sound design principles, manipulating audio elements, and mixing techniques to achieve balanced and immersive soundtracks in video projects.

10. Documentary Filmmaking: Workshops on producing documentaries, covering research, story development, interviews, observational shooting, narrative structure, and conveying real-life stories effectively.

12. Social Media Video Production: Training on producing videos for social media platforms, including understanding platform-specific requirements, creating engaging content, optimizing videos for mobile viewing, and leveraging social media for maximum reach.

AUDIO WORKSHOPS

1. Introduction to Audio Recording:
Training on the basics of audio recording, including microphone types, placement techniques, and capturing high-quality sound.

3. Sound Design and Foley:
Workshops on creating sound effects and Foley artistry to enhance storytelling, create immersive audio environments, and add depth to audio productions.

2. Audio Editing and Mixing:
Hands-on sessions on editing audio recordings, removing noise, applying effects, and mixing multiple audio tracks to create a balanced and polished sound.

4. Voiceover Techniques:
Training on voiceover recording and techniques, including vocal performance, script interpretation, and voice modulation for different types of projects.

5. Music Production
Workshops on music composition, arranging, and production techniques, including recording instruments, MIDI programming, and mixing music tracks.

7. Audio Mastering:
Training on the final step of audio production, including mastering techniques to ensure consistent audio levels, clarity, and compatibility across different playback systems.

6. Podcast Production:
Guidance on planning, recording, editing, and distributing podcasts, covering topics such as content structure, hosting platforms, and audio optimization for podcasting.

Our Clients

SEGA® Nestlé VISA TAPAL



Our Clients
aaareelsproduction.com





YOUR PARTNER IN REALIZING YOUR
MEDIA DREAMS

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SCAN ME