



# WHITENOISE

Partners in Production® WWW.WHITES.COM



FEBRUARY 2014



## EQUIPMENT SPOTLIGHT

Check out our cool new products!

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ARRI M8



ARRI M90



**WHITES TELESCOPIC  
CAMERA CRANES INC.**  
A COMWEB GROUP MEMBER

## A Whites Telescopic Exclusive: The Louma2!

The next generation of Telescopic Camera Cranes is here!

Whites Telescopic is the exclusive Canadian agent for one of the world's five Louma2 systems. The Louma2 Crane is known worldwide for its advanced computer controlled system, and has been used extensively on Martin Scorsese's "Hugo", which won an Oscar for best Cinematography. More recently here in Canada, it was the crane of choice for both "Seventh Son" and in latest installment of the X-Men franchise, "X-Men: Days of Future Past".

With Shot Assist Software to coordinate the telescopic arm and remote head simultaneously, this crane is ready for the grip and VFX needs of today's modern film production. The Louma2's innovative design, rigid construction and unique straight line compensation will create previously unimaginable shots for your next production!"

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Luminator Bi-White & RGBAW



18K's  
(Inventory Updated!)

## CLIENT SPOTLIGHT



*"Thank you for partnering with your school's Dance-a-thon and helping us raise money for classroom supplies and our snack program!"*

From David Hornell Junior School



## Another Big "Wynne" for Whites!

In an ongoing effort to keep our industry top-of-mind with the Provincial Government, Whites VP Industry & Government Relations, David Hardy, spearheaded a half-day tour for Ontario Premier Kathleen Wynne through Toronto's thriving film & television industry.

The day began with a quick morning visit to Pinewood Toronto Studios where the Premier was given a personal tour of the sets of "Haunted Peak" and "The Strain" by renowned director Guillermo Del Toro ("Pacific Rim").

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## Whites High Speed Ready for Action!

After a successful round of tests with our partners at Screen Institute of Research & Training (SIRT), our new High Speed Truck is available for rental exclusively at **Whites Toronto!**

This state-of-the-art vehicle includes pre-tested Power Gem ballasts, HMI 18k's and the popular ARRI M Series lighting fixtures. This package also includes rental access to our commercial fleet's high-quality lighting & grip inventory. For bookings, availability and technical specifications, please contact Dan St. Amour at [dstamour@whites.com](mailto:dstamour@whites.com).

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## Whites Digital: February Freeze Wrap Up!

On February 4th, Toronto film and television production professionals descended upon William F. White Centre to break their winter blahs with Whites Digital's hottest technology showcase, The February Freeze. Now in its 13th year, this widely anticipated pre-NAB exhibit showcased the very latest innovations and technologies from the industry's top manufacturers.

Suppliers such as KINO FLO, Sennheiser, Fujinon, Canon, K5600, and Panasonic were all on-hand to showcase an array of brand new LED light panels, wireless sound systems, and top-of-the-line cameras & lenses. Highlights included great deals at the flea market on older generation Go Pros and Steadicams. FlyCam Canada's Aerial camera support system was also featured along with a variety of seminars and

workshops for industry newcomers and professionals.

Thanks again to everyone who came out, and we look forward to seeing you at the Whites Digital August BBQ & Flea Market!

[VIEW PHOTOS](#)



Our Zoom Boom at its inaugural shoot on *"He Never Died"*!



WILLIAM F. WHITE INTERNATIONAL INC. VANCOUVER CALGARY REGINA WINNIPEG TORONTO HALIFAX BUDAPEST

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