

2013 SPECIAL ANNIVERSARY EDITION

WHITENOISE

Canada's Oldest and Largest Provider of Professional Production Equipment and Expertise!



1963-2013

A COMWEB GROUP MEMBER



Many changes have transpired over the last FIFTY years at William F. White international. As Chairman and CEO I have had the privilege of manning the company at its helm.

Despite turbulent times, today we enter the next half century strong and poised. 50 years of experience is under our belt. As we usher in the next fifty years we maintain our commitment to our valued clients of trust and reliability. Our integrity and iconic standing would not allow us less.

Moving forward, together with our values and team in place we are confident that our future is strong and bold. On behalf of all of us at WFW we commemorate our 50 year anniversary.

More so... we look forward to celebrating and meeting the demands of new, innovative and challenging filmmaking breakthroughs.

We are your,

Partners in Production®.

Best Personal Regards,

Paul Bronfman
Chairman & CEO

The Early Days



Early Ads

LEGAL EYE
by Michael Bergman

Foreigners on Canadian shoots

A Canadian film producer, Michael Bergman, has been writing the production of foreign independent films in Canada for a number of years. He has been successful in getting foreign producers to shoot in Canada, and he has been successful in getting Canadian producers to shoot in foreign countries. He has been successful in getting foreign producers to shoot in Canada, and he has been successful in getting Canadian producers to shoot in foreign countries.

We put it all together coast to coast

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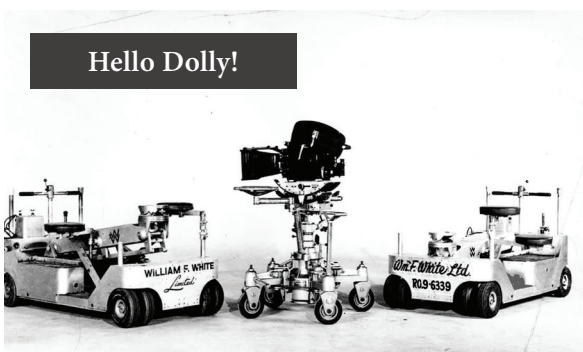
XR35 Lightweight 35mm Studio Camera

WILLIAM F. WHITE

"The Forest Rangers" 1963



Hello Dolly!



"The Forest Rangers" 1963
On set with one of the first productions ever supplied by WFW.

The Early Days
One of the oldest WFW camera cars.

Early Ads for WFW
Since the 1960s, WFW has placed ads in *Canadian Cinematographer*, published by the Canadian Society of Cinematographers (CSC).

Hello Dolly!
Our initial dollies from the 1960s, including the Moviola Dolly and Elemack Spider Dolly.

The First WFW Fleet, 1970s
Since then, we have expanded
to a fleet of over 350 vehicles
across the country.



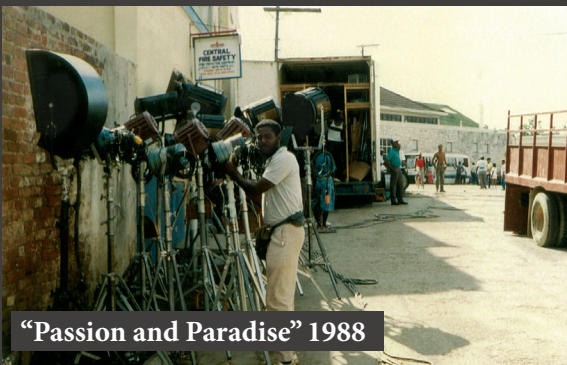
Looking Toward the Future:

Whites Interactive Viral Van® launches in 2010 in direct response to the growing demand for digital content.



50 years on set with Whites

WFW travelled to Jamaica, for the harrowing tale of the 1988 film “Passion and Paradise”. The crew and equipment arrived shortly after a hurricane had struck the area. Our equipment technician at the time, Mike Harwood, recalls that the crew not only set up WFW generators for production equipment, they also worked to restore power and plumbing to the surrounding areas. Mr. Harwood is now the WFW National Director of Technical Support and Development.



“Passion and Paradise” 1988

WFW participated in the \$200 million blockbuster “Titanic” in 1997, aboard a Russian research vessel off the coast of Halifax. The shoot used over 100 lights, ranging from 100W to 18K. To match the set, all WFW lighting was painted white! One of these lights could never be fully cleaned and is now nicknamed the “Titanic 5k”.



“Titanic” 1997

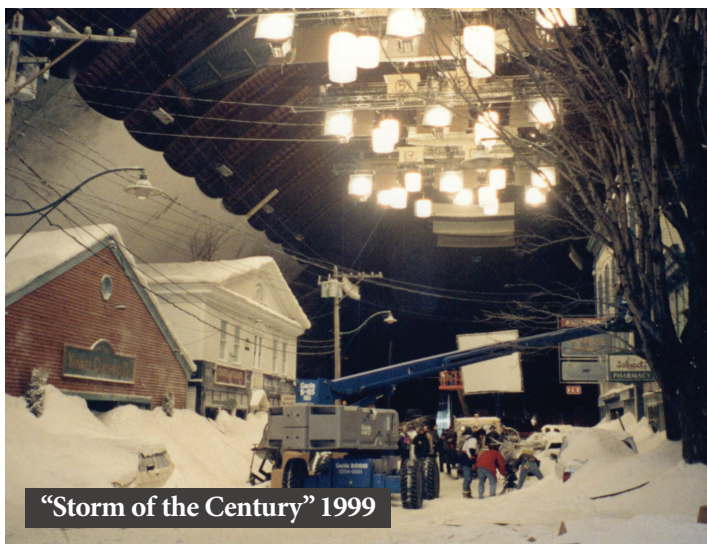
One of the first productions WFW supported was the iconic 1963 Canadian TV series “The Forest Rangers,” starring actor, Gordon Pinsent.



“The Forest Rangers” 1963



"Home to Stay" 1978



"Storm of the Century" 1999



"Unforgiven" 1992



"The Triangle" 2001



"The Scarlet Letter" 1995



"Hairspray" 2006

"Home to Stay" 1978

DP Reggie Morris, electrician Sam Hughes and director Delbert Mann on set in Toronto, Ontario.

"Unforgiven" 1992

A 10-ton WFW truck with an 800-amp generator, out in the Calgary Badlands.

"The Scarlet Letter" 1995

WFW opened its doors in Halifax, to support the production of "The Scarlet Letter" in Shelbourne, Nova Scotia.

"Storm of the Century" 1999

WFW lights up the storm, on location in Oshawa, ON.

"The Triangle" 2001

Setting out – WFW travelled to Barbados for this thriller by producer Frank Saracusa.

"Hairspray" 2006

WFW Camera Car on the Toronto set of "Hairspray".

Thank you
for 50 years
of memories.

We at Whites feel so privileged to
have worked with you, our Partners
in Production®. Thank you.





WFW launches Whites
Interactive® Department in 2010



WFW Specialty Equipment –
World-Class Innovation



WFW launches Education and
Training Department in 2011

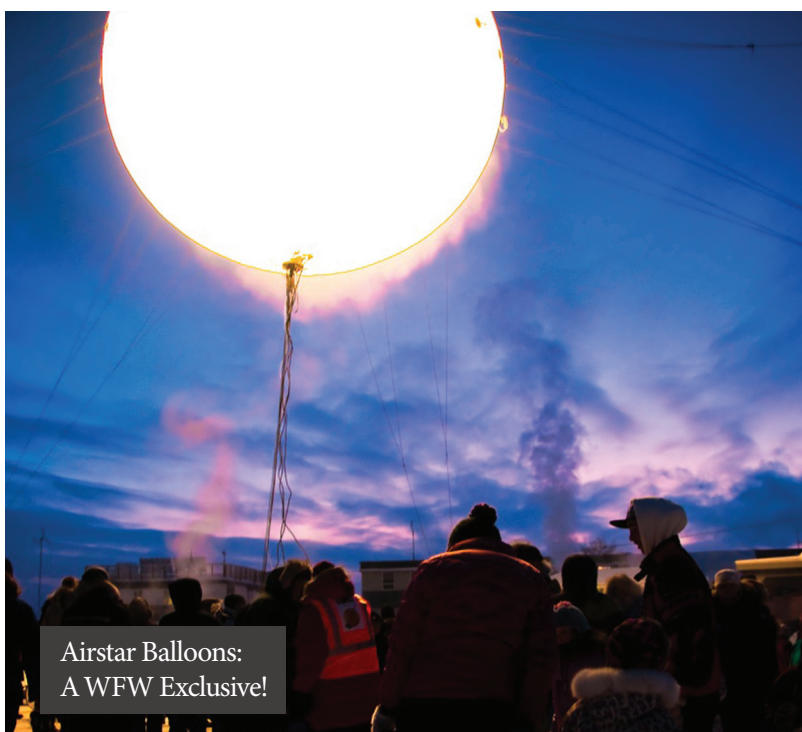


Looking toward the future.

As Canada's leading provider of professional production equipment and expertise, William F. White Int'l is committed to delivering innovation and inspiration.

Over the last 50 years we have stood at the forefront as industry leaders. We are constantly striving to modernize, improve and enhance the quality of our offerings. We embrace the challenges of today while we look toward the future. Our success lies in our ability to maintain our leadership position in forward-motions that enhance the greater good of professional production communities across Canada. We take pride in creating positive opportunities for change. Our contributions to our great Canadian Culture is at the heart of our management philosophy and company values.

Over the past few years, we have heavily invested in new technologies, while cultivating a fresh spirit of revitalization within the company. We've proudly launched many new forward-thinking initiatives. Whites Interactive™ was a direct response to the growing demand for digital content, as was our Whites Education & Training department. At WFW we are dedicated to the empowerment of Canada's production crews and emerging filmmakers. Together, we're moving forward as your Partners in Production®.



Airstar Balloons:
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