



# WHITENOISE

Partners in Production® WWW.WHITES.COM

AUGUST 2013



## NEW TECHNOLOGY ARRIVALS

For additional information on any of these featured products:

[VISIT OUR WEBSITE](#)

[CONTACT US](#)



KINOFLO CELEB BATTERIES



## WFW Introduces the **Zoom Boom!**

WFW is excited to announce the newest addition to our world-class specialty equipment arsenal: The Zoom Boom! This dynamic new product allows our clients to "boom" a light on set. Our two newly purchased Zoom Booms can reach a maximum height of 80' and can each carry two 18k's or four 6k's. This gives our clients the greatest variety of lighting equipment for all productions. Both Zoom Booms are now available at WFW Toronto.

WFW is also proud to announce the expansion of our fleet of technocranes! With our new 15', 22', 30' and 50' cranes, we can further our commitment to productions of all sizes.

With the closing of the purchasing deal for Telescopic Camera Cranes Ltd (now Whites Telescopic), we are now able to bring the largest selection of cranes in the industry to all WFW branches across the country.

[CONTACT A LOCAL BRANCH](#)

KINOFLO CELEB 200



SELADOR PEARL



ARRIMAX M40 AND M18

**Thank you!**



### WFW Unveils Whites Telescopic Camera Cranes Inc.!

FROM PLAYBACK ONLINE - Production equipment rental player William F. White International has launched a full-service camera cranes company, Whites Telescopic Camera Cranes.

The move follows WFW completing its acquisition of Vancouver-based Telescopic Camera Cranes and its fleet of technocranes (pictured), or telescopic cranes used in film and TV production, first unveiled in May.

Whites Telescopic will retain Telescopic Camera Cranes' management team, including founding partners Andrew Mulkani and Barrie Wells respectively continuing as president and vice president of the company.

### EVENT PHOTOS



## Cinequip White Rebrands as Whites Digital Sales and Services Inc.!

FROM BROADCASTER MAGAZINE - Based in Toronto, the newly-named Whites Digital Sales & Service Inc. will continue to provide professional, full-service, customized sales and technical solutions to the broadcast, theatrical and live entertainment industries across Canada, offering customized audio-visual solutions including the supply and installation of equipment, lighting fixtures, dimming, control, camera support, audio, video, rigging, fabric, gels and lamps.

Larry Lavoie, who has served as CinequipWhite General Manager for over two years, will continue to manage the operation, still headquartered in its present location, with offices across the country.

"The name Whites Digital Sales & Service Inc. better reflects the services we offer to keep in step with the significant changes in our industry," Bronfman said. "It also marks the company's continued evolution while reaffirming our unwavering commitment to uphold WFW's reputation as Canada's premier, multi-faceted, solutions based full-service industry leader."

"I'm extremely excited to be embarking on this new chapter," said Lavoie. "The industry can continue to rely upon our team of experts to provide state-of-the-art solutions to the country's top entertainment providers."

### EVENT PHOTOS





### New on Set: *Once Upon a Time in Wonderland!*

WFW Vancouver is proud to be working with production manager Colleen Mitchell on the newest ABC series *"Once Upon a Time in Wonderland"*. Principal photography for the series began on July 31st at the new stage at Bridge Studios.

A spin-off of the ABC hit *"Once Upon a Time"*, *"Once Upon a Time in Wonderland"* stars newcomer Sophie Lowe, Naveen Andrews (*"The English Patient"*, *"Lost"*) and John Lithgow (*"Terms of Endearment"*, *"Rise of the Planet of the Apes"*). This fantasy/drama series jumps between the present day and the past in the world of Alice, who tells stories of a magical land that exists on the other side of a rabbit hole.

*"Once Upon a Time in Wonderland"* is set to premiere Thursday October 10th 2013, at 8 PM EST on ABC in the U.S and on City TV in Canada.



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

[WWW.WHITES.COM](http://WWW.WHITES.COM)