

Having trouble viewing this email? Please view our [online version](#).



OCTOBER 2013



## EQUIPMENT SPOTLIGHT

For additional information on any of these featured products:

[VISIT OUR WEBSITE](#)

[CONTACT US](#)



BriteShot® Luminator®



ArcLight Xenon 10K



Canadian Handmade Strap 550 Rugged Camera Straps



## Whites Spearheads Groundbreaking Research on New High Speed Imaging Technologies

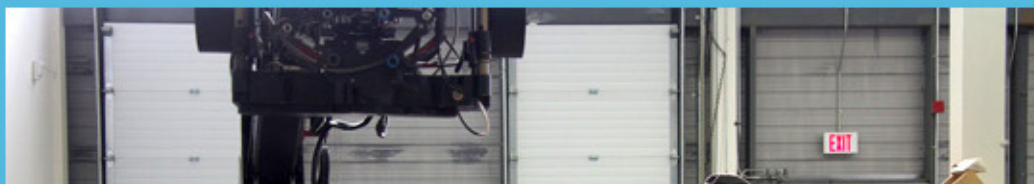
Whites is pleased to announce that, in conjunction with SIRT (Screen Industries Research & Training Center) and with financial support from Ontario Centres of Excellence (OCE), we are conducting research and development on groundbreaking high-speed imaging technologies for the upcoming launch of the new Whites High Speed Imaging Truck in Toronto.

Prior to the launch of the High Speed Imaging truck, Whites will be conducting a "Proof of Concept" test in January to demonstrate its consistent ability to deliver problem-free high-speed filming.

"This important research has the potential to provide our clients with a package truck that will ultimately enable high-speed filming at rates up to 10,000 fps," says Dan St. Amour, Whites Vice-President, Commercial Production Services. "Previously, filmmakers have experienced challenges with flicker and arc wander while filming at high speeds which this initiative aims to correct."

This initiative is directly in keeping with Whites' mission to be the first in Canada to provide the latest technologies and most innovative production tools to filmmakers across the country.

[READ FULL ARTICLE](#)





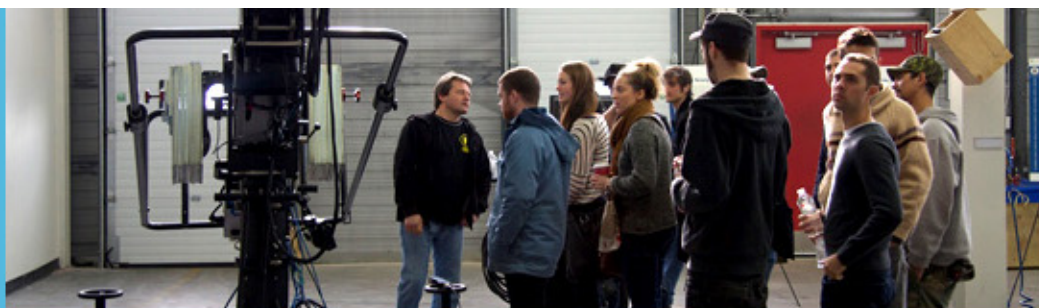
Canadian Handmade  
Red Dog Leather Products

## CLIENT SPOTLIGHT



### A Love-ly Story from Winnipeg

Virine and Tyhr met at our 2012 Winnipeg Reception and have been together ever since. Thank you for returning and celebrating your anniversary with us!



## Whites Invites Students and Filmmakers to get a Behind-the-Scenes Look at the Latest Production Technologies

### Whites Student Open House Coming Soon!

Attention filmmakers! Whites invites you to attend its 2013 Open House on **Saturday October 19th, 2013** from **9:00 AM-5:00 PM** hosted at William F. White Centre, our 338,000 square foot production complex in Toronto. Don't miss this one-of-a-kind opportunity to mingle with professional technicians while interacting with the latest dynamic, state-of-the-art equipment displays. We will also be showcasing the all-new Whites Toolbelt, a web-based resource that provides technical information about all of our equipment. Throughout the day, we will be hosting multiple seminars in our new Brian Dugan Learning Lab, featuring guest speakers such as Magali Simard (*TIFF Films Programs Manager*) and Mike Fly (*Producer/Director from Raindance Canada*).

[DETAILS & RSVP](#)



## Whites Goes "Green Screen"

Available exclusively at Whites, **Green Screenz** is the latest product designed by McLeish Corr-A-Box. Developed and manufactured in Canada, Green Screenz are 4' x 8' corrugated cardboard green screens that meet all industry standards for size and colour. The screens are made of 90% recycled material and are 100% recyclable. They are also a cost-effective way to help make your next set environmentally friendly!

Dennis Berardi, the well-respected Visual Effects Supervisor who has worked on such blockbusters as *"Pacific Rim"*, *"Carrie"*, and *"The Strain"*, says "I enjoyed working with Green Screenz for visual effects sets and shots, and appreciate the opportunity to build sets in a cost effective and environmentally responsible way."

Don't miss out on your chance to win a Whites \$500 in-kind equipment grant by entering the Green Screenz Storyboard Challenge on our Facebook page. "Like" Whites on Facebook to enter the contest and to get updates!

Help your next set become greener with Green Screenz! This exclusive product is now available for purchase at all Whites locations across Canada.

[VIDEO DEMO](#)[FACEBOOK CONTEST](#)[CONTACT US](#)

### Guys and Dollies - 40 Years of Service

It's a milestone not too many of us will pass in any given career-40 years of service. But Rick Wilson, head of dollies at William F. White Int'l Inc., has done just that!

Originally hired by Erica Holmes in 1972, Rick has been a loyal member of the Whites family for what is quickly approaching a lifetime. Starting out with the company as a driver, Rick left Whites a few times in the early years, but was always drawn back. "It's just a great place to work," he says. "It's always been like a family get-together and we would work around the clock straight to get the jobs out the door," Wilson reminisces on the small business he joined when there were no more than eight members working there. "Everyone worked well together, and it was never a job to me, it was fun, and we got the job done."

Rick got a true taste of the industry in the early years of Whites when his job was to do a little bit of everything. "We knew the gear that we owned, everyone knew the gear that we owned," he recalls. "I became fascinated with dollies, the hydraulics, the electronics and it seemed like a good fit for me."

[READ FULL ARTICLE](#)



## **Whites Celebrates 50th Anniversary and TIFF under the star-lit sky!**

The rooftop of the Tiff Bell Lightbox was the place to be on Tuesday, Sept. 10th as we hosted our annual Tiff reception under the starlit skies of a heatwaved Toronto.

The venue, adorned with flat-screens displaying our commemorative 50th Anniversary video, historic black and white on-set photographs and a bevy of silver and black balloons, was the perfect setting for a company celebrating this important milestone. On hand at the event to lend his support was the Honourable Michael Chan, Ontario Minister of Tourism, Culture and Sport who has helped champion and nurture the continued success of Ontario's screen-based industries.

Over 250 of the country's production industry heavyweights came out to celebrate TIFF, Whites' 50th Anniversary, and another exciting year of filmmaking and production. Guests were treated to a savory selection of signature Oliver and Bonacini cocktails and hors d'oeuvres while mingling with well-known media, production professionals and celebrities including Wendy Crewson, Julian Richings and 680 News Showbiz editor Gloria Martin.

**EVENT PHOTOS**



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

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

[Subscribe](#) | [Unsubscribe](#) | [Modify Profile](#) | [Forward to a Friend](#)