



FALL 2014 [f](#) [t](#) [in](#) [v](#)

## EQUIPMENT SPOTLIGHT

Check out our cool new products!

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**LED LiteRibbon™**  
(NEW!)



**Kino Flo Celeb 400 LED Fixtures**



**ARRI M8**



**ARRI M90**

## EQUIPMENT EXCLUSIVE!



## WHITES, CAMERA, ACTION! The Future of Filmmaking in Motion has Arrived!

### NEW CAMERA CAR FEATURES:

- Fully-Customizable and Ready to Roll!
- On-board Super-Quiet Environmentally Friendly 500 Amp 60kW Generator
- 4-door luxury Crew Cab with video
- Custom Crane Bases
- Wide Assortment of Shooting Platforms, Camera Rails, Fittings and Rigging Hardware Options

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For Bookings



Whites Chairman/CEO Paul Bronfman, Deb McGrath, and Colin Mochrie



Don Carmody, Brooke & Art Hindle

*Photos courtesy of Tom Sandler Photography*

**WHITES LIGHTS UP THE TIFF BELL LIGHTBOX WITH VIP ROOFTOP RECEPTION!**



Whites is now  
the **exclusive**  
**Canadian dealer** of  
*LiteGear products!*

Watch the LiteRibbon  
in action [here](#).

Whites shone a spotlight on the Canadian production industry at the TIFF Bell Lightbox once again for our annual VIP TIFF reception held on Tuesday, Sept 9th. Over 300 of the industry's top movers and shakers graced the Malaparte rooftop patio set to the backdrop of a picturesque Toronto skyline to celebrate what has been yet another powerful year for Canadian content creators.

Guests were treated to an array of mouth-watering h'ors d' oeuvres and signature cocktails while mingling with well-known media personalities and celebrities. The highlight of the night came when Whites' Chairman/CEO Paul Bronfman led a spirited sing along of ACDC's "Dirty Deeds Done Dirt Cheap" which invigorated even the most timid of partygoers.

[VIEW PHOTOS](#)



### WHITES: SPONSOR OF THE 34th ANNUAL ATLANTIC FILM FESTIVAL, VIEWFINDERS & STRATEGIC PARTNERS!

Whites was out in full-force at the 34th Atlantic Film Festival which took place from Sept. 11-18. Today's Atlantic Film Festival is now a year-round celebration which has grown to include **Viewfinders** (AFF for youth), The **AFF Outdoor Experience** and **Strategic Partners**-all of which are sponsored by Whites!

**Whites Factoid:** Did you know that there were 92 Atlantic Canadian films shown at this year's festival? Wow!

Thanks to all who came out to help us celebrate another successful year of filmmaking in Atlantic Canada at our annual VIP Client Reception at The Prince George Hotel.

[VIEW PHOTOS](#)



Whites Director, Marketing & Communications, Lowell Schrieder with Adam Sandler



Whites Generator on the Toronto set of "Pixels"

## WHITES: EXCLUSIVE SUPPLIER OF ADAM SANDLER'S "PIXELS"

Whites is thrilled to be *Partners in Production*® with Adam Sandler and Happy Madison Productions on the Sony Pictures' blockbuster feature "*Pixels*".

"*Pixels*" stars Adam Sandler ("*Happy Gilmore*") and Peter Dinklage ("*Game of Thrones*") who are called upon to save New York City when it is attacked by 80's era videogame characters.

In addition to using Whites' Supertechno 15, 30 and 50 foot cranes, the production used multiple camera cars for high-speed chase scenes along with most of our specialty camera support vehicles including the Commander, Prowler and Gem Car.

- Whites supplied "*Pixels*" with over 250 Kino Image 85 DMX lights and 220 Space Lites - enough to simultaneously light 4 stages at Pinewood Toronto Studios!
- More Airstar Balloon Lighting was used on this production than ever before in Canada!

"*Pixels*" wrapped production on September 9th and was shot at various locations throughout the Greater Toronto area and at Pinewood Toronto Studios. It is scheduled to hit theatres in May, 2015.



**Left to Right:** Dan St. Amour (Whites VP, Commercial Production Services), Paul Bronfman (Whites Chairman / CEO) David Anselmo, (NOFS President of Production), Denis Rochon (Program Co-ordinator for the Film and Television Project with the Northern Ontario Heritage Fund).

## THE GREAT WHITES NORTH! - Sudbury

Sudbury Ontario was turned into the Great Whites North last week as we opened the doors to our new facility at Northern Ontario Film Studios! (NOFS)

Along with Whites Chairman/CEO Paul Bronfman and Northern Ontario Film Studios President, David Anselmo, Sudbury Mayor, Marianne Matichuk was also on hand for the grand opening which welcomed filmmakers and attendees of Cinefest, the region's international film festival.

Whites/NOFS recent credits include: "*Hard Rock Medical*," "*Firesong*" and "*Unearthing*"

[VIEW PHOTOS](#)[READ MORE](#)





## JOIN US FOR OUR ANNUAL STUDENT & FILMMAKER OPEN HOUSE!

Saturday, October 18th, 2014

9am to 5pm

William F. White Centre

800 Islington Ave, Toronto, ON

In addition to great equipment and great speakers, we will be raffling a  
\$1500 equipment rental grant to one lucky attendee!

[EVENT DETAILS](#)



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