

FALL 2012

# WHITENOISE

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

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WFW  
SUPPORTS  
**CANADIAN  
TALENT**



WFW Sponsors and supports these organizations!



# WFW SPECIALTY EQUIPMENT

**SuperTechno 50' Crane**  
on set of a "Pirelli Tire"  
commercial shot in Toronto.

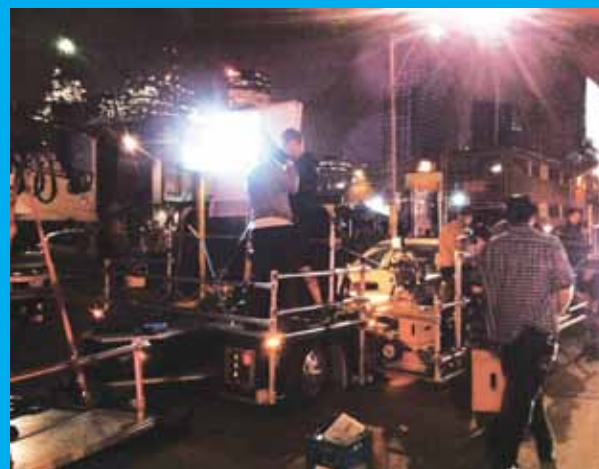


Crew use **WFW's Giraffe Classic Crane** and  
**Mosys Head** on the set of TV series "**ALPHAS**"



**WFW SuperTechno 50' Crane** with our  
**Stabilized Scorpio Head** on the set of "**Covert Affairs**."

**WFW** Specialty  
vehicle  
"**Commander**" with  
**Stabilized Scorpio**  
head on the set of  
"**The Transporter**"  
TV series.



On the feature film set of "**An Enemy**" with **WFW's**  
**Camera Car and Process Trailer.**





**Four Weddings Canada** uses **Whites Interactive Viral Van™** to shoot the most recent episodes of the reality television series. In each one hour episode, four diverse and opinionated brides attend each other's weddings and score them to win the ultimate prize.

**whitesinteractive™**  
AND THE **OWN NETWORK**  
  
OPRAH WINFREY NETWORK



**whitesinteractive™** and **Oprah's OWN Network** have joined forces to shine light on Inspirational Canadian stories. **"The Truth Project,"** filmed in Toronto using our **viralvans™**.



**viralvans™**  
**ARRIVE IN EDMONTON!**



**We are thrilled to announce that our Whites Interactive viralvans™ are now available in Edmonton!**

The successful launch party was hosted on June 8th at the **Garage Photographic Studio**. **whitesinteractive™** is Canada's all-in-one digital solution!

**BILL AND SONS TOWING**  
HAULS ALONG THE **viralvan™**



**We** were proud to have worked with the cast and crew of **"Bill and Sons Towing,"** web series. Directed by **Simon Fraser**, **"Bill & Sons Towing,"** produced by **Mark De Angelis and Charles Ketchabaw**. Be sure to watch **"Bill & Sons Towing"** at [www.billandsonstowing.com](http://www.billandsonstowing.com)



**Reunion Pictures** develops, finances and produces high quality television, film and transmedia programming. The company was formed through a convergence of talent: **Lisa Richardson, Matthew O'Connor and Tom Rowe**. Reunion is a well-respected production partner offering an array of business, legal and administrative services to the production industry.



## Continuum

**Production Company:**  
Reunion Pictures  
**Production Manager:**  
Todd Pittson

**"Continuum"** - A one-hour police drama centered on a detective from the year 2077 who finds herself trapped in present day Vancouver and searching for ruthless criminals from the future. The cast includes **Jennifer Spence, Roger Cross, Victor Webster, Rachel Nichols, Erik Knudsen and Stephen Lobo**.



**WFW Vancouver** supplied lighting and grip equipment to **"Top Chef: Texas,"** shot in Banff and Vancouver. Set in a train station, the finale featured top chef **Emeril Lagasse**.

DOP - **Ariel Boles**

Production Manager - **Jen Busch**

Gaffer - **Korey Robinson**

Key Grip - **Samuel Redfield**



## ON SET WITH "LUCILLE'S BALL"



Actors **John David Papp**, WFW's Ed Brando, Director **Lulu Keating**, WFW Chairman & CEO **Paul Bronfman**, actress **Britt Irvin**, **Kaare Anderson** and **Daniella Evangelista**.



# WFW VANCOUVER

## CLIENT RECEPTION

**WFW** Vancouver hosted their annual VIP Client Reception at the Fairmont Pacific Rim on May 10, 2012.



**WFW's Ed Brando** with Exec VP/COO **Paul Roscorla**, President/CEO of Creative Women Workshops Assoc. **Carol Whiteman**, Director **Marie Clements** and North Shore Studios President **Peter Leitch**.



Director **Jeffery Lando** with Producer **Gordon Yang** and Cinematographer **Dan Dumouchel**.



**WFW** Chairman & CEO **Paul Bronfman** addresses the crowd.



Producer **Renee Giesse** with director/writer **Jonas Quastel** and filmmaker **Prem Marimuthu**.



**WFW's Lowell Schrieder** & **Ed Brando**, **NSI** Board Member **Louise Clark**, Director **Jeremy Lutter**, **WFW** Chairman & CEO **Paul Bronfman**, **NSI** CEO **John Gill**, and Actor/Writer **Michelle Kim**.



## GARIN JOSEY

## CONGRATULATIONS GARIN!

We are pleased to announce the promotion of **Garin Josey** to **Vice-President/General Manager Vancouver & Assistant Chief Operating Officer!** Garin will manage Vancouver operations in addition to overseeing all **WFW** operations nationally. He will report to **WFW Executive Vice President/Chief Operating Officer Paul Roscorla**.

A member of the **WFW** team for over a decade, Garin is the youngest member to take on the role of Vice-President. He joined the **WFW** Long Format sales team in 2008 and has since held the position of Director, Marketing and Sales. He was recently named General Manager of **WFW** Vancouver in December 2011.



## ON SET WITH "HAVEN"



### HAVEN - SEASON 3

An FBI agent arrives in the small town of Haven, Maine, to solve the murder of a local ex-con only to discover that the curious enclave is a longtime refuge for people with supernatural powers.

Production Company: **eOne Entertainment, Big Motion Pictures**

Directors: **Lee Rose and Robert Lieberman**

Production Manager: **Ginny Duzak**



Haven crew members **Lori Bellefontaine** and **Nick Bevan John**

## FILM5 FILMMAKING CAMP



### WFW IS PROUD TO SPONSOR FILM 5

**William F. White Halifax** was proud to sponsor **FILM5**, a filmmakers' camp that acquaints creative teams with professional and project development. Unique to the Atlantic Provinces, FILM 5 takes a big-picture view toward developing the future of Nova Scotia's film industry. **WFW** provided lighting and grip equipment to the crew.



**FILM5**

set with  
DOP **Kenny Leblanc** and  
Director **Matt MacIsaac**.

**FILM5**







## BUFFALO GAL PICTURES



**Buffalo Gal Pictures** is an independent film and television production company based in Winnipeg. Kudos to **President Phyllis Laing** and producer **Liz Jarvis** on creating thousands of hours of diverse Canadian programming. Thanks for your dedication and commitment to Canada's film and television industry.

## LESS THAN KIND



*Less than Kind Gaffer **Lawrence Mardon** with Director of Photography **Mike Marshall***

**"Less Than Kind"** is a Canadian television comedy-drama series starring **Jesse Camacho**, a teenager growing up in a dysfunctional Jewish family in Winnipeg. The series airs on **HBO Canada**. They have won multiple Gemini awards and recently **2012 DGC Award** for Best TV Series-Comedy.

PRODUCTION COMPANY: **Buffalo Gal Pictures**  
Production Manager: **Lesley Oswald**



*WFW's specialty motion control **"Milo"** operated by technician **Craig Perrin**, WFW's **Craig Aftanas** and Operator **Jerry Andrews**.*

## HOME ALONE 5 ALONE IN THE DARK

Filmed in Winnipeg, **"Home Alone 5,"** will air on **ABC** and will star **Malcolm McDowell, Debi Mazar, Edward Asner, Eddie Steeples, and Christian Martyn**. **WFW Winnipeg** was the primary production provider of lighting, grip and specialty motion control equipment.

Production Companies: **Original Pictures/Fox Television Studios**  
Director: **Peter Hewitt**  
Production Manager: **Lesley Oswald**

## PLANET ECHO



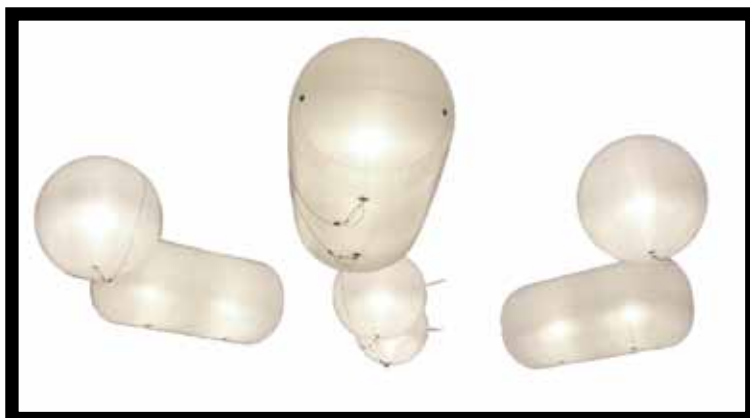
*(photo on right) Gaffer **Joao Holowka** and Key Grip **Conroy Finnegan** on set.*

**"Planet Echo,"** a colorful series about people and places from the natural world infused with high adventure, cool factoids all connecting to our environment. **WFW Winnipeg** provided lighting and grip to this production. The series airs on the **APTN Network**.



## WFW EXCLUSIVE SUPPLIER OF AIRSTAR BALLOONS IN CANADA

**Airstar** is the inventor of lighting balloons, used to illuminate locations, enhance set décor and act as safety lighting. **WFW** provides airstar balloons for many blockbuster and television productions. **WFW** is Canada's supplier of Airstar products.



## FEATURES

- \* Inflates with helium or air
- \* HMI or Tungsten fixtures available
- \* Various shapes, reflective top caps and side skirts available
- \* Fixtures between 575 W to 36,000 W
- \* Quick and easy set up
- \* Multitude of applications



**WFW's Collie Smith** rigging and teching on the set of **"LA Complex"** with our **8k Airstar Balloon**.



**WFW Airstar balloons** light up the set of **"Innocent"** in Vancouver.



## WFW EXPLORES THE LATEST TECH AT CINE GEAR EXPO 2012

**WFW** attended the 16th Annual **Cine Gear** Expo, held at **Paramount Studios** in LA. The event offers industry leaders and technicians the opportunity to view the latest production technologies which our clients demand.

To ensure that our clients are provided with the latest technological and most innovative products, **WFW** was there to see all of the newest developments in the production world!

**WFW** Chairman & CEO  
**Paul Brontfman** with  
**Matthews Studio**  
**Equipment** CEO **Ed**  
**Phillips**.





Actors Amber Marshall, Graham Wardle & Chris Potter on set.

## ON THE SET OF HEARTLAND SEASON 6

**WFW Calgary** is the exclusive lighting and grip supplier for the hit TV series "**Heartland**." Set against the vistas of the Alberta Rockies, this series follows a family through the highs and lows of life on a horse ranch.

Production Company: **Seven24 Films**

Produced by: **Heather Conkie, Tom Cox, Jordy Randall, Michael Weinberg and Tina Grewal**

Production Manager: **Lorenz Augustin**

## AMPIA AWARDS



**WFW's Paul Bronfman and Paul Roscorla** receive **Friend of the Industry Award**.

**WFW** is thrilled to announce that **Paul Bronfman and Paul Roscorla** were recently honoured by the **Alberta Media Production Industries Association (AMPIA)** with the **Friend of the Industry Award**. This prestigious award is presented to individuals or companies that have made significant contributions to facilitate and support Alberta's film and television production industry.



**SEVEN24 Films** is an independent film and television production company based in Calgary, Alberta. Spanning two decades, managing partners **Tom Cox and Jordy Randall** have produced and co-produced dramatic features, mini-series, series, and television movies, garnering over one hundred industry awards and nominations. **WFW** is proud to be **Partners in Production®** with **Seven24 Films** and we look forward to working with this amazing production company in the future!



**HELL  
ON  
WHEELS  
SEASON 2**

**"Hell on Wheels" Gaffer Dave Vernerey** lighting the set

**WFW Calgary** is the main provider of lighting and grip to the set of **Hell on Wheels**. We are thrilled to be working on such a hugely successful television series!

Production Company: **eOne Entertainment**

Produced by: **Michael Frisley, Jeremy Gold, Paul Kurta, Chad Oakes, Scott Schofield, David Von Ancken and John Shiban.**

Production Manager: **Linda Ambury**





## WFW EDUCATION & TRAINING

**HUMBER COLLEGE VIRAL VAN™ Film Festival** grant winners **Sarah Little, Lucas Dabrowski and Jesse Herzog** celebrate along with Humber faculty members and **WFW** representatives.

viralvans™



**WFW** Client Services Manager **Anna Popio** with **WIFT-WFW** Production Manager Mentorship winner **Monica Côté** and **WFW** Manager of Education & Training **Bruce Dale**.



**Noah Stevens** with **Janet Hawkwood**, Faculty at the Nova Scotia Community College, Halifax. Noah is the recipient of a \$2,500.00 equipment rental grant, through the **WFW National Grants Program**.

### EDUCATION & TRAINING DEPT. AIMS FOR CONTINUED SUCCESS

**WFW's** Education & Training Dept. has seen significant growth in programming since its inception last year. Directed by **Bruce Dale**, the department aims to offer learning opportunities for staff, post-secondary students and industry professionals.

The growth of the department has led to the creation of **The Learning Lab**, an innovative new classroom at **WFW Centre** in Toronto. **WFW** remains committed to facilitating new and exciting learning initiatives.

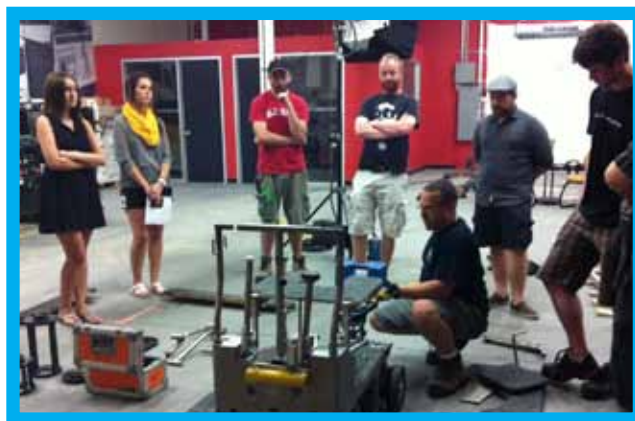
#### COMING SOON IN 2012:

**Student Open House – Oct 13, 2012**  
**Generator Seminar – Fall 2012**

#### NEW INITIATIVES LAUNCHING IN 2013:

**Lighting Dimming Seminar**  
**Lighting & Grip Workshop**  
**Leadership Workshop**

For updated information on the learning centre please visit our website [www.whites.com](http://www.whites.com)



**WFW's** National Director, Technical Support & Development **Mike Harwood** provides an educational seminar to crew in Halifax.





# WFW ATTENDS AND SUPPORTS THE **HOTTEST** FILM FESTIVALS!



WFW's **Brendan Moran** with Property Manager **Alex Bronfman** and Warehouse Operations Manager **Brendan Ward** at the **2012 Open Roof Film Festival** Sponsored by WFW.



Former Toronto Film Commissioner **Peter Finestone**, with WFW's **Cher Merlo**, **Jonathan Mauch** and **Bruce Dale**.



WFW CSR **Andrew Simpson** celebrates with **Sofia Stefou** of **Charles Street Video** at the **imagineNATIVE Film Festival**.



WFW proudly supports the **CANADIAN FILM FESTIVAL**: Canadian Film Festival Founder **Bern Euler**.



WFW was on hand at the opening of the **Bloor Hot Docs Cinema**! We are proud to sponsor the largest International Documentary Festival in Canada.



**WFW's Lowell Schrieder**  
with Production Manager  
**Anna Beben.**

## TRANSPORTER

WFW visited the set of TV series **"Transporter,"** getting the inside scoop into the action filled series. The show, centers on an ex-Special Forces operator (Chris Vance) who makes a living as a no-questions-asked transporter of goods. WFW provided the series with specialty equipment used in car chases.



Produced By:  
**Luc Besson, Takis Candilis,**  
**Robert C. Cooper, Fred Fuchs,**  
**Joseph Mallozzi, Paul Mullie, Sue**  
**Murdoch, Aledander Rumelin &**  
**Klaus Zimmerman**  
Production Company: **Atlantique**  
**Productions, HBO Canada**

## FLASHPOINT



WFW supplied the set of the hit **CTV/CBS series**  
**"Flashpoint"** with a massive Scorpio Crane.



Produced By:  
**Anne Marie La Traverse**  
**and Bill Mustos**  
Production Company: **Acamar**  
**Entertainment, Pink Sky**  
**Entertainment**  
Directed By: **David Frazee**

## PACIFIC RIM

**WFW GETS A SNEAK PEEK AT WHAT**  
**LURKS BENEATH THE "PACIFIC RIM"**

WFW was ecstatic to be a part of the latest **Legendary Pictures** sci-fi epic Pacific Rim. WFW provided the set with the latest in state-of-the-art lighting equipment, dimmers, rigging electrics and grips, light stands, Kino Lamps and Kino Tubes. The film used enough cable to cover the distance between Toronto and the state of Ohio! Over 700 km of cable was used, making the largest production that WFW has worked on.

WFW would like to thank **Director Guillermo del Toro, Unit Production Manager D.J. Carson, Director of Photography Guillermo Navarro, Executive Producer Callum Green and Producer Mary Parent** for providing access to the closed set.



On the set of  
**Pacific Rim** at  
**Pinewood T.O.**  
**Studios: Producer**  
**Mary Parent,**  
**Director Guillermo**  
**del Toro, WFW's**  
**Paul Bronfman,**  
**Producer Callum**  
**Greene and**  
**DOP Guillermo**  
**Navarro.**

On the set of **Pacific**  
**Rim** with WFW's **Rick**  
**Leger** operating the  
dueling **30' Scorpio**  
**Crane** with **Mini**  
**Scorpio** head.







**Entertainment One Canada** is a producer, distributor and international sales agent of feature films and television programming. They operate as one of Canada's leading domestic film distributors, and have released highly successful films including the *"Twilight"* series.

**EOne** relies exclusively on **WFW** for all of their production equipment requirements nationwide.



Production Company: **Temple Street Productions, CBC and BBC Worldwide**  
Produced by: **David Fortier, Aaron Martin, Ivan Schneeberg, and Jana Sinyor**  
Production Manager: **Maribeth Daley**

## "BEING ERICA"

**WFW** was the primary provider of lighting and grip production equipment for **CBC's "Being Erica."**



Production Company: **Entertainment One (eOne) and Ilana C. Frank Films**  
Directed by: **Ilana Frank, David Wellington, Lesley Harrison, Morwyn Brebner, Aaron Martin and Malcolm MacRury**  
Produced by: **Linda Pope, Kathy-Avrach-Johnson and Erica Durance**

## ON SET WITH "SAVING HOPE"



*"Saving Hope" Electrical Department on set in Toronto*

**WFW** is the premiere supplier of lighting, grip and rigging equipment for the hit CTV series *"Saving Hope,"* starring **Michael Shanks** (as Charlie Harris) and **Erica Durance** (as Alex Reid).



**TEMPLE STREET PRODUCTIONS**

**Temple Street Productions** is one of Canada's leading production and distribution houses. They are committed to producing world-class commercial projects from Emmy award-winning cable features to dramatic and comedy series. We are thrilled to be your **Partners in Production®**!

**WFW** is always on the lookout for the most innovative and technologically advanced equipment for our clients. We now offer the following product line-up for your next production!



**Joker Bug Head 1600:** Creates a perfectly even distribution, eliminating hot spots and maximizing output.

**Joker Beamer 1600:** Providing light patterns from 5 to 45 degrees, these lights have a maximum output to their reflector finish.

**Joker Zoom Beamer 1600:** a lens-less, focusable Beamer providing 15 to 65 degrees of even light output.



## ARRI M18

This is a new power class of lamp that boasts 750 hours of average life and a Luminous Efficacy of 92 Lumens per Watt (L/W). These lights showcase convenient, cost-effective qualities in addition to the known characteristics and high standards of ARRI HMIs™.

## ARRI M40

The new M40 represents the next step in the growing ARRIMAX family of lighting fixtures. The new M40 incorporates "True Blue" cooling technology, adjustable stirrup, disk brake stirrup lock and new ARRIMAX Reflector eliminating the need for spread lenses.



## WFW: FIRST ON THE GLOBE

TO OFFER **KINO FLOW CELEB 200 LED DMX**

**WFW is the first official provider across the world** to offer the **KINO FLOW CELEB 200 LED DMX** for rental! This product has been built to answer the growing demands for energy efficient, portable and color-correct LED lighting.

### PRODUCT FEATURES:

- Kelvin presets and custom settings between 2700-5500K
- Universal Input 100VAC-240VAC or 24VDC
- Onboard dimming
- Flicker-free, dead quiet operation
- Center Mount
- Honeycomb Louver
- Gel Frame







## WFW FACES & PLACES!



WFW Calgary GM **Sean Toner**, **Ed Brando**, **Anna Popio**, **Rick Perotto**, **Lowell Schrieder** and **Cher Merlo** at the Banff World Media Festival.



Commercial Producer **George Johnson**, DOP **Brendan Uegama** and WFW Vancouver's **Corey Lambert** and **Garin Josey**.



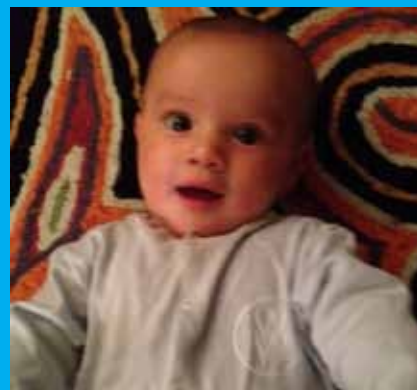
Big Swing Golf Tournament- WFW's **David Hardy**, **Mercedes Green** and **Brendan Ward**.



Ottawa Film Festival- Film Commissioner-Invest Ottawa **Geneviève Ménard** with Ottawa - Deputy Mayor **Eli El-Chantiry** and Festival Executive Director **Nina Bains**.



WFW's **Ed Brando** with **WIFT-V Spotlight** winner **Carol Whiteman**.



**Gabriel Henry Scherer**: Born January 4th, 2012 to proud parents **Robert and Kelly Graham-Scherer** (OMDC L.A. rep). Congratulations from the **WFW** team!



WFW's **Dan St. Amour** and **Brendan Ward** attend the Annual WFW Golf Tournament with the warehouse and administrative crew.



WFW's **Brendan Moran**, **Jarrett Gash**, **Brendan Ward**, **Dan St. Amour** and **Andrew Bronfman** work the grill at the BBQ for our Toronto Office.



# PROUD TO SUPPORT



The Actors' Fund of Canada  
The lifeline for Canada's entertainment industry

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Canadian Film Centre



**DGC**  
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