

عملاق المشارييع:
مركز الملك عبد الله المالي
King Abdullah Financial District



King Abdullah Financial District

KAFD; “The Middle East's First Financial District” is the major global financial centers.

Along with a robust economy, a stable currency and a strong financial sector comes the intention to finish constructing the world's first major financial district of the twenty first century which has been carefully planned and implemented as the most advanced modernized financial district in the world.



KAFD will host “Tadawul”, one of the world's most technologically advanced stock exchanges as well as hosting the Capital Market Authority, which has introduced international-class regulation to the capital market.

KAFD will host as well other reforms such as the licensing of international banks, insurance and investment companies.

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The site is 1.6 million square meters with the development space of over 3 million square meters; designed as a state-of-the-art and fully self-contained center for exchange business, facilitating investment and enterprise in the Kingdom.

Roaya Productions strategy will include:

- 1- Long documentary film – duration of 60m.
- 2- A shorter copy from the long film – duration of 15m.
- 3- A total of 10 short films – each will be for duration of 10m.

NOTE: the 10 short films shall be advised by Bin Ladin Group which buildings should be covered; Roaya Productions will leave the choice to Bin Ladin Group and Dunia Productions. Back up of all filming shall be handed to Dunia Productions each month on Lacy Hard Disk with all concern logging.

Roaya will emphasis on building a special website from which Bin Ladin Group & Dunia Productions shall follow up and be updated every week and every month for the work flow of the filming and the coverage, where you will be having full access to review, logging, script, filming, time table...etc.





The Ultimate Technologies

Roaya Consultancy will use the high end quality in filming with the ultimate technologies



SCRIPT WISE

We believe that teaming up the 3 main facts “the Know how”, “Mastering the language perfectly” & “adding a sprit to the writing”; shall end up with a breath taking script must catch eyes inevitably. We are perfect in manufacturing script

FOCUSING ON

- Tell a good story
- Make human truths emerge through images—with verbal description.
- Present a personal, critical perspective on all aspects of the process.
- Inform and emotionally move the audiences.
- During the film we should be answering the 5 Ws and Hs (Who, what, where, when, how, why) in our script.

WHY QUALITY COMES FIRST

- Filming with the ultimate innovations.
- And with the high end quality of post-production.
- Unique music, narration will be exclusively enhanced.

WE GURANTEE

- All filming, material, archive will be updated and handed to Dunia Productions.
- On frequent bases – building the script (the process) will be negotiated with Dunia Productions.
- Dunia Productions will be overseeing the steps & the process of film.
- Our goal is to build a great communication with our clients.

The Proposed treatment after approval – Shall indicate:

- The film will describe the project with detailed process.
- Creating a document that can help generations to understand how this magnificent work has been executed.
- Provide guidance in the structuring.

Film will be presented in three languages.

Roaya will introduce the film in three languages; Arabic, English & French versions.

A GREAT RESPECT TO OUR HERITAGE; CALLIGRAPHY FROM KUFA

Unique titles and letters to be super imposed through the film:

We sustain a great respect to our heritage to leave a great impact on others & that is why we always rely on using special hand writing fonts by famous calligraphers from Kufa in the three languages; Arabic, English & French versions.



sample work

His Highness Sheikh

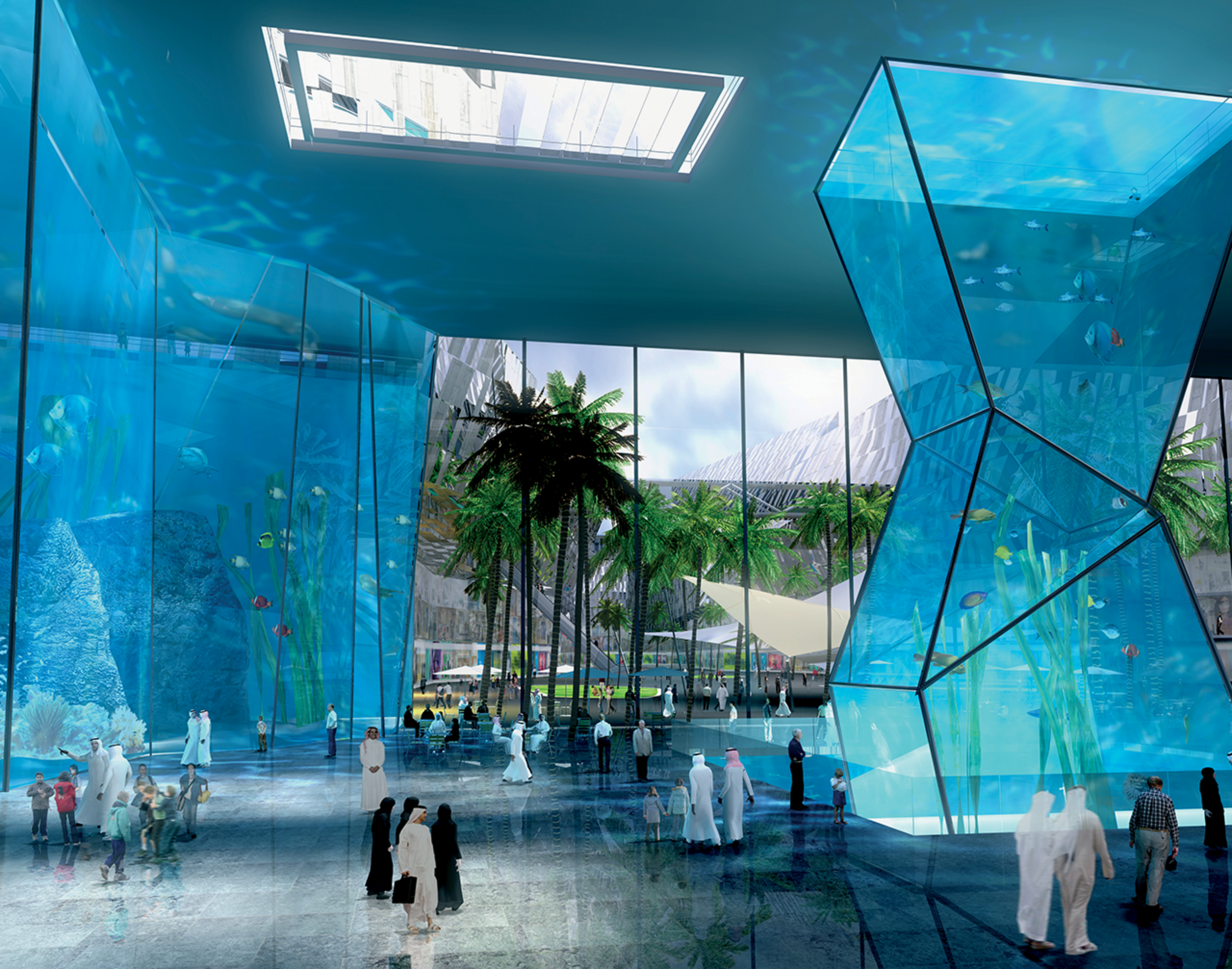
Mohammed Bin Rashid Al Maktoum

sample work

In all letters of these 3 languages, unique elements will be added beautifully around the titles. All words which are going to be super imposed to appear on the film will be one of their kinds, unique.

WHY HIGH END PRODUCTION:

For one reason, we have added the spirit to our productions where quality has an address.



1-SONY CINEALTA - F65

The Cine Alta – high end Cinema Camera in the world, a pure 8K image with a true 4K Sensor gives is just the beginning.



2-REG FOR 2 SONY F65

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3-SONY NEX- FS700

One unique feature for a camcorder of this class is the FS700's ability to record bursts of super-slow motion video at rates up to a whopping 960 fps. (These bursts range from 8 to 16 seconds, depending of the frame rate). Full-resolution recording is possible at up to 240 fps; at 480 and 960 fps, resolution is reduced



4-SONY HXR-NX3D1E

The HXR-NX3D1E is a compact professional camcorder that provides a convenient, inexpensive way to create 3D productions. The camcorder boasts exceptional manoeuvrability with a compact, lightweight design that enables 3D shooting in situations never before possible.



5- BLACK MAGIC CAMERA



The Blackmagic Design Cinema Camera with MFT Mount brings to filmmakers a tool that many have waited for, for quite some time. Recording to a 2.5K image sensor, the camera is capable of recording 12-bit RAW DNG files, as well as ProRes and DNxHD formats to built-in removable SSD drives (not included), while delivering 13 stops of dynamic range.

6- CANON C500

The Canon EOS C500 PL Cinema EOS Camcorder Body (PL Lens Mount) represents Canon's first foray into the world of 4K digital cinema production. Sharing a sensor with the earlier EOS C300 PL camera, the EOS C500 PL fulfills the potential of the large (Super 35mm-size), high-resolution (8.8 Mp effective) CMOS imager by offering full 4K RAW output via 3G-SDI.



7- CINEMA CANON 1DC

Designed specifically for the unique demands of the motion picture industry, the EOS-1D C Camera from Canon is a breakthrough in hybrid HDSLR technology--able to record stills, 4K Quality.



8- SPIDER DOLLY SYSTEM

The Spider Dolly is the most portable professional dolly on the market.

1. Combined with a piece of FlexTrak the simple 3-Leg Spider (see below) converts your tripod into an inexpensive extremely portable tracking dolly.

2. Add a fourth leg and you can further accessorize it as pictured here to be a fully rideable dolly with adjustable center column foot platforms and pushbar.

3. Three small cases allow it to be checked through as luggage on an airline.



9- HELICOPTER CAMERA

The Canon EOS C500 PL Cinema EOS Camcorder Body (PL Lens Mount) represents Canon's first foray into the world of 4K digital cinema production. Sharing a sensor with the earlier EOS C300 PL camera, the EOS C500 PL fulfills the potential of the large (Super 35mm-size), high-resolution (8.8 Mp effective) CMOS imager by offering full 4K RAW output via 3G-SDI.



10- DLC CINEMA SKATER DOLLY

The DLC Cinema Skater Dolly from Dot Line Corp makes a breeze of table-top videography, low-angle tracking and reveal shots, and even dizzying 360° panoramic shots with any DSLR camera or small camcorder. Its three custom wheels feature fluid bearings. They're slightly softer than skateboard wheels, so the dolly can roll over hard surfaces smoothly.





LENSES

ROYA WILL BE USING THE BEST LENSES IN THE WORLD.

1-ARRI LENS PRIME

It is the latest set of lens offered in the world. The Producers have bought it in 2007 to be the soul owners of such a set in the Egypt. It is a lens that is fast and yet has an optical performance surpassing all current standard speed primes. The Master Primes, are a revolutionary and unique new generation of high speed prime lenses with unprecedented resolution, incredible contrast and virtually no breathing.



2-CANON

The Canon CN-E 14.5-60mm T2.6 L S Cinema Zoom Lens with EF Mount is designed expressly for digital cinematography with cameras that have an APS-C or Super 35-equivalent sensor and a EF mount, including Canon's EOS C300. Featuring advanced optical technology designed by Canon, the lens is suitable for any capturing any size HD image up to and including 4K resolution.



Many of the world's major banks, financial institutions and professional service companies - already operating in Saudi Arabia - have indicated their intention to locate in the District in order to play a major part in the diversification of the world's major oil economy.

The King Abdullah Financial District will be the headquarters for the Capital Market Authority and the Stock Exchange and for financial institutions and other service providers such as accountants, auditors, lawyers, analysts, rating agencies, consultants, and IT providers.



KAFD will provide brilliance for the future for young who want to learn with an opportunity to enhance their skills and develop their full potential to help deepen the global financial markets.



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