



BEYOND PERSPECTIVE®
A new perspective to media production



COMPANY PROFILE



EXECUTIVE SUMMARY



WITH INNOVATION

OUR STORY ...SO FAR

WE AIM TO PROMOTE AND CREATE INNOVATIVE MEDIA TECHNOLOGIES TO IMPROVE CONNECTION, AND EFFECTIVE COMMUNICATION.

Beyond Perspective Media House was established in 2015 in Sydney Australia. The company was built on the idea of creating a media house that is both creative and innovative. When Beyond Perspective launched, it provided one service—multi-camera live streaming. As it developed, documentary filmmaking, visual effects, animation and photography services were included in our scope of work.

In 2018, Beyond Perspective opened its second branch in Doha, Qatar, offering the same services as the Sydney office.

With a wider potential to grow and due to a demand in the market, the company formed four departments under the Beyond Perspective umbrella:



WE CAN ACCOMPLISH GREATNESS

OUR BACKGROUND

INNOVATIVE SERVICE APPROACH

The media industry is a rapidly developing industry because of its heavy integration with technology. We recognise the need to stay ahead of this changing landscape. At Beyond Perspective, we are embracing the benefits of the latest technologies and integrating them into our work and practices to improve global communication. Our service processes respond to the evolving needs of business, regulators and investors.

Beyond Perspective is a Media House with branches in both Sydney, Australia and Doha, Qatar. What began as a specialised company that focused on connecting large events, seminars and conferences to the world, Beyond Perspective has grown to a 50+ team with four departments;

Beyond Live - Specialising in multi-camera livestreaming

Beyond multi-media - Specialising in videography, photography, branding and documentary filmmaking

Beyond Information Technology - Specialising in Cyber Security and Networking for large corporations

Beyond Events - Specialising in event production and management.

Each department has a specialised team that is experienced both creatively and technically. Creating these four departments has allowed us to dedicate a team to each service we provide.





OUR GOAL

VISION

We aspire to be recognized as one of the pioneers and leading providers of media solutions and new technologies in the fields of education, business, sports and government here in Qatar and abroad.



MISSION

To deliver the highest quality of media solutions and introduce new technologies to our growing clients while expanding our expertise and services, as we continually connect people in the virtual world.





COMPANY POLICIES

Beyond Perspective management is firmly committed to a policy enabling all work activities to be carried out safely, and with all possible measures taken to reduce risks to the health, safety and welfare of workers, contractors, authorised visitors, and anyone else who may be affected by our operations.

MANAGEMENT: WILL PROVIDE AND MAINTAIN AS FAR AS POSSIBLE:

- A safe working environment
- Safe systems of work
- Electrical Safety
- Information, instruction, training and supervision that is reasonably necessary to ensure that each worker is safe from injury and risks to health.
- A commitment to consult and co-operate with all crew in all matters relating to health and safety in the workplace.
- A commitment to continually improve our performance through effective safety management.

STATEMENT OF PRODUCTION SAFETY POLICY

Our goal is to prevent accidents, to reduce personal injury and occupational illness, and to comply with all safety and health standards.

SAFETY IS A PRIORITY.





A department of **Beyond** Perspective

Beyond Multimedia is a media department that works in activities including:

Video Production and Video Coverage

Photography (Corporate, event, food and real estate)

Branding (Designs; Logos, Corporate identity, Company profile, business card, company stationary)

Social media creation and management (create social media pages, posts)





VIDEO PRODUCTION AND VIDEO COVERAGE



All operators, crew and equipment are in house. We create custom concepts and turn them into a reality through an engaging video.

The process Beyond Perspective goes when creating such videos are three phases;

1. PRE-PRODUCTION

Create a concept, write a script, scout locations and create 3D models


2. PRODUCTION

Film, light and capture quality sound to create the video

3. POST PRODUCTION

Edit, color grade and create a sound design for final delivery

INCLUDED IN OUR VIDEO PRODUCTION SERVICE ARE:

- Corporate Documentaries
 - Short Films
 - Documentaries
 - Product Videos
 - Advertisements
 - Music Videos
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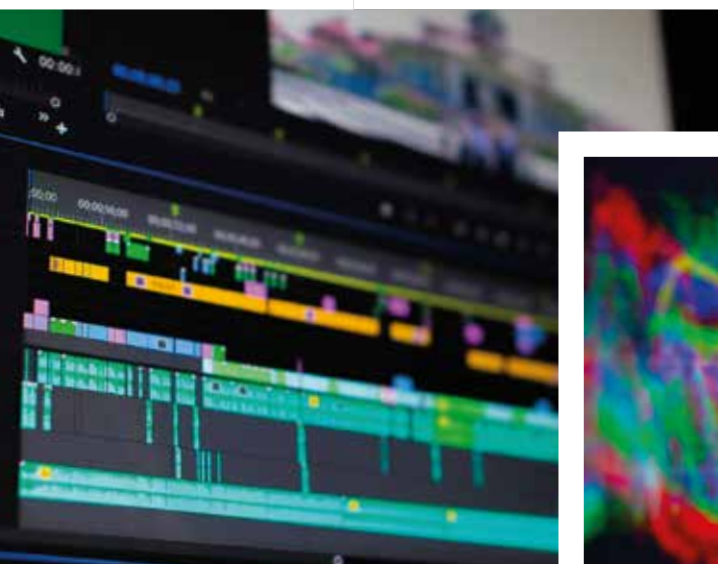
VIDEO EDITING

Using industry software, we then compile all the footage and create a sequence which is aesthetically pleasing and paced enjoyably. Using the latest and up to date software, we create the rhythm and mood. During this phase, we add any graphics, signage or typography needed. If there is a need for Visual Effects, our team has the capability and experience in doing so. With VFX, we create 3D

models and animation, to add them into the videos. For example, 3D typography, 3D models of buildings or even 2D and 3D animations.

CAPABILITIES INCLUDE:

- Video editing
- 2D and 3D Animations
- 3D VFX



COLOR GRADING

Using Davinci resolve, we create the mood of the video by altering colors or correcting colors to make them true. Color grading gives life to video and makes it look even more pleasant and cinematic. We have one of the few professional colorists in Qatar, in-house.

THIS INCLUDES:

- Balancing colors
- Extenuating important colors to bring out certain styles
- Smoothing out wrinkles on faces.



BRANDING

Brand identity is one of the most crucial parts of a business. It is the visual representation of the values and “personality” of your business. A strong and recognizable brand can help a business’ success and become memorable to its customers.

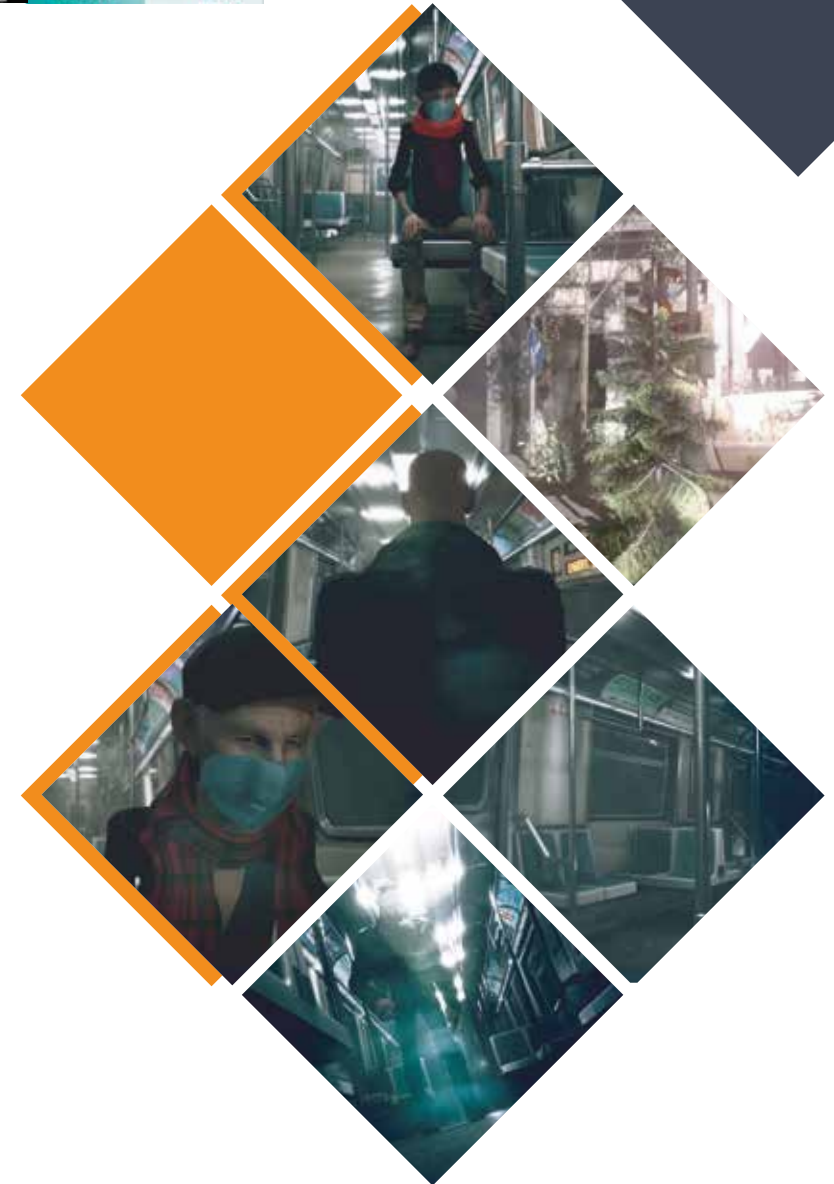
Beyond Perspective understands the importance of establishing a unique and creative branding and so we are here to create a brand identity for you which will represent and promote your business to its target market. Our services include from logo development to corporate collaterals to social media campaigns.



ANIMATION



Part of the Beyond Perspective scope of services is 2D and 3D animation; with a strong focus on 3D character animation. Characters that we animate have realistic facial features and fluid movements. After drawing the 3D character and giving it movement, we create a detailed 3D world for the character to be in - and because this is animation, there is no limit to imagination! Our lead animator and VFX artist is Mr. Kareem Al Bakry with over 34 years of experience!





SOCIAL MEDIA CONTENT CREATION

Social media has been a necessity for the daily lives of many people nowadays. That's why many businesses have been taking advantage of the effectivity of promoting their businesses through all of the leading platforms. Beyond Perspective expertise in social media content creation that will help your business to stand out with our impeccable designs and informative posts while staying true to the values and personality of your brand.

EVENT PHOTOGRAPHY

Events with professional photos taken gives sense of credibility, publicity and can start word-of-mouth which helps boosting your business sales and market. Beyond Perspective is here to capture the important events and your business's notable milestones and provide images that can be used in promoting your business.



NATIONAL PRODUCT WEEK



GSUB LAUNCH



MICROSOFT EVENT



Need your products photographed?

Food photography is capturing the true essence of the dish that will have potential customers feel the urge to try your food.

We are here take snaps of your scrumptious creations and help evoke cravings to possible patriots.

**FOOD & BEVERAGE
PHOTOGRAPHY**



BEYOND LIVE

Beyond Live-Stream is a department of Beyond Perspective that specializes in multi-camera live streaming of events, conferences, seminars, concerts, graduation ceremonies etc.

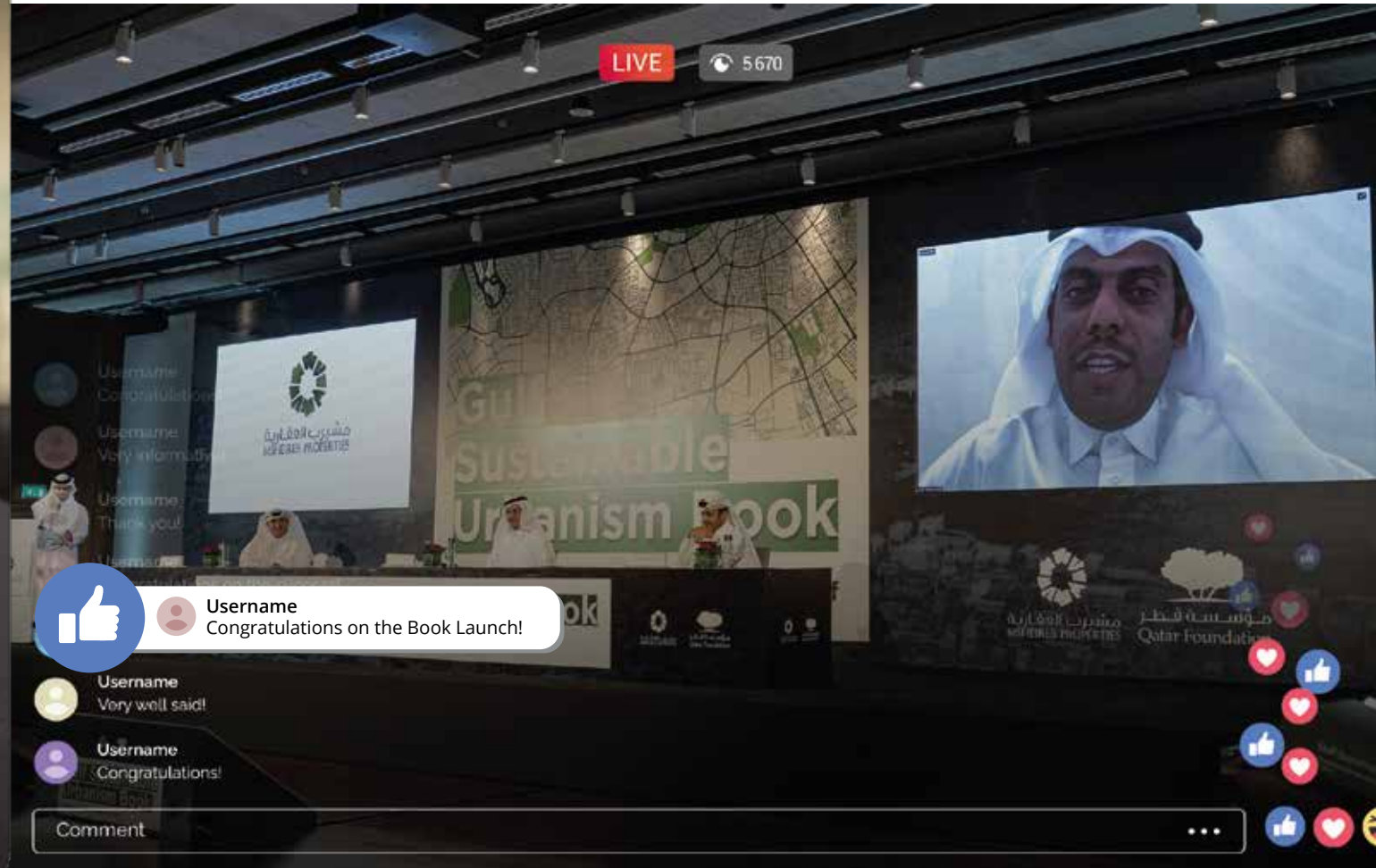
This department is lead by Ahmed Kazwini which runs its technical operations.

LIVE STREAM INTERACTION

Interact with them privately or make it the main part of event as Beyond Perspective can setup P2P or Multiple viewer communication that are secured during the live stream.



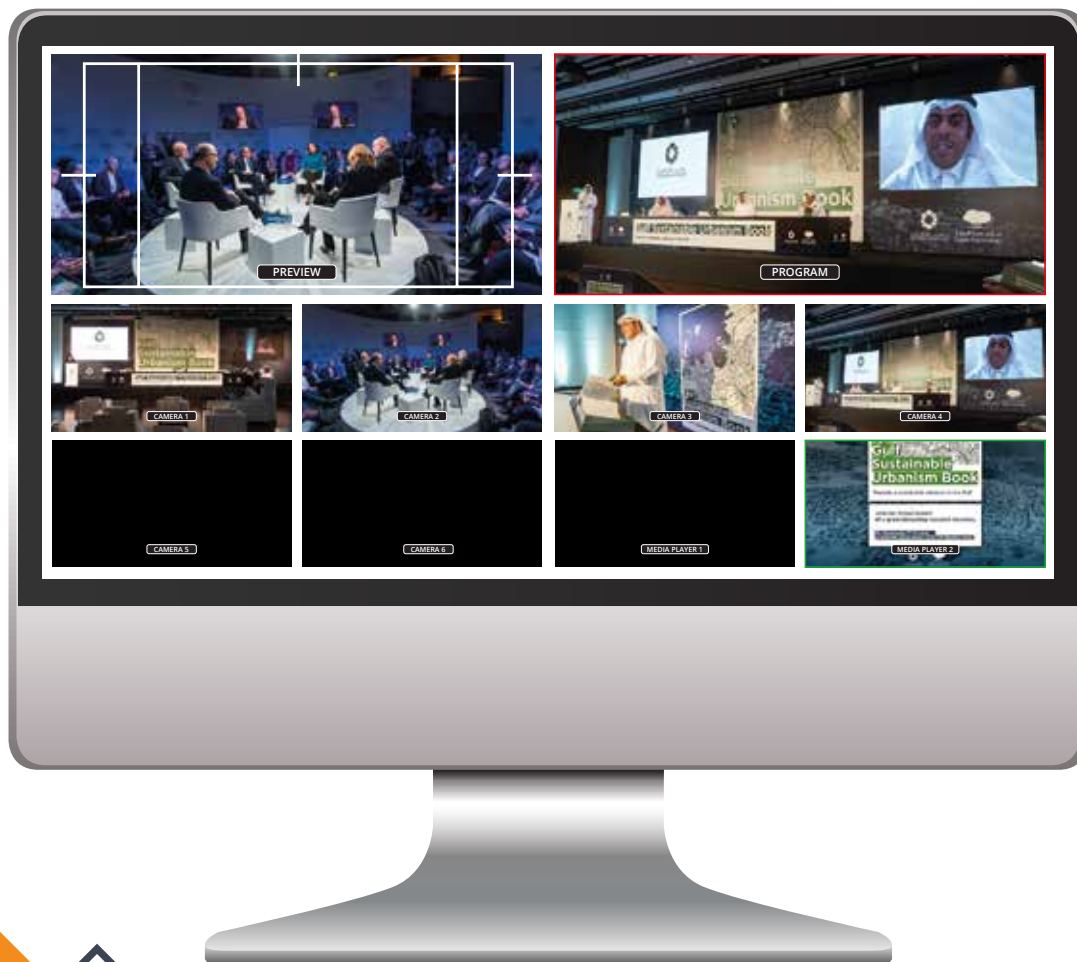
REAL TIME LIVE REACTION

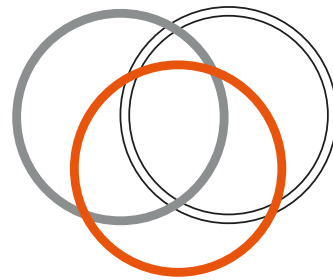


Audiences can now take part of the event by sharing their thoughts, comments and reactions from different social platforms and have it shown on the screen as the live stream is happening.

LIVE STREAM CINEMATIC QUALITY

Beyond Perspective can turn any room to a cinematic scene using 4K resolution camera and advanced filming equipment that we can offer.





BEYOND EVENTS

BEYOND EVENTS is a department of Beyond Perspective that works in event management; with a speciality in digital events including traditional, virtual and hybrid events. The department is comprised of a team of broadcasters, technicians, designers, videographers, photographers and experts in the field of virtual and hybrid event management

EVENT MANAGEMENT

The Beyond Events team is skilled in planing, designing and managing different elements of events for private and corporate clients from A-Z .

Our group of experienced professionals understand that conceptual ideas can only be achieved with meticulous attention and execution. At Beyond Events we believe that there is a splendid union between the mastery of logistics and a extraordinary experience.

Completely customized, our events emulates the personality or brand of each client. Whether we manage for a individuals, products, a company or a cause, our work exudes experiences that integrate innovative design with the finest in dining, audio-visuals, entertainment and—most important of all—that intangible element of wonder.



HYBRID EVENT



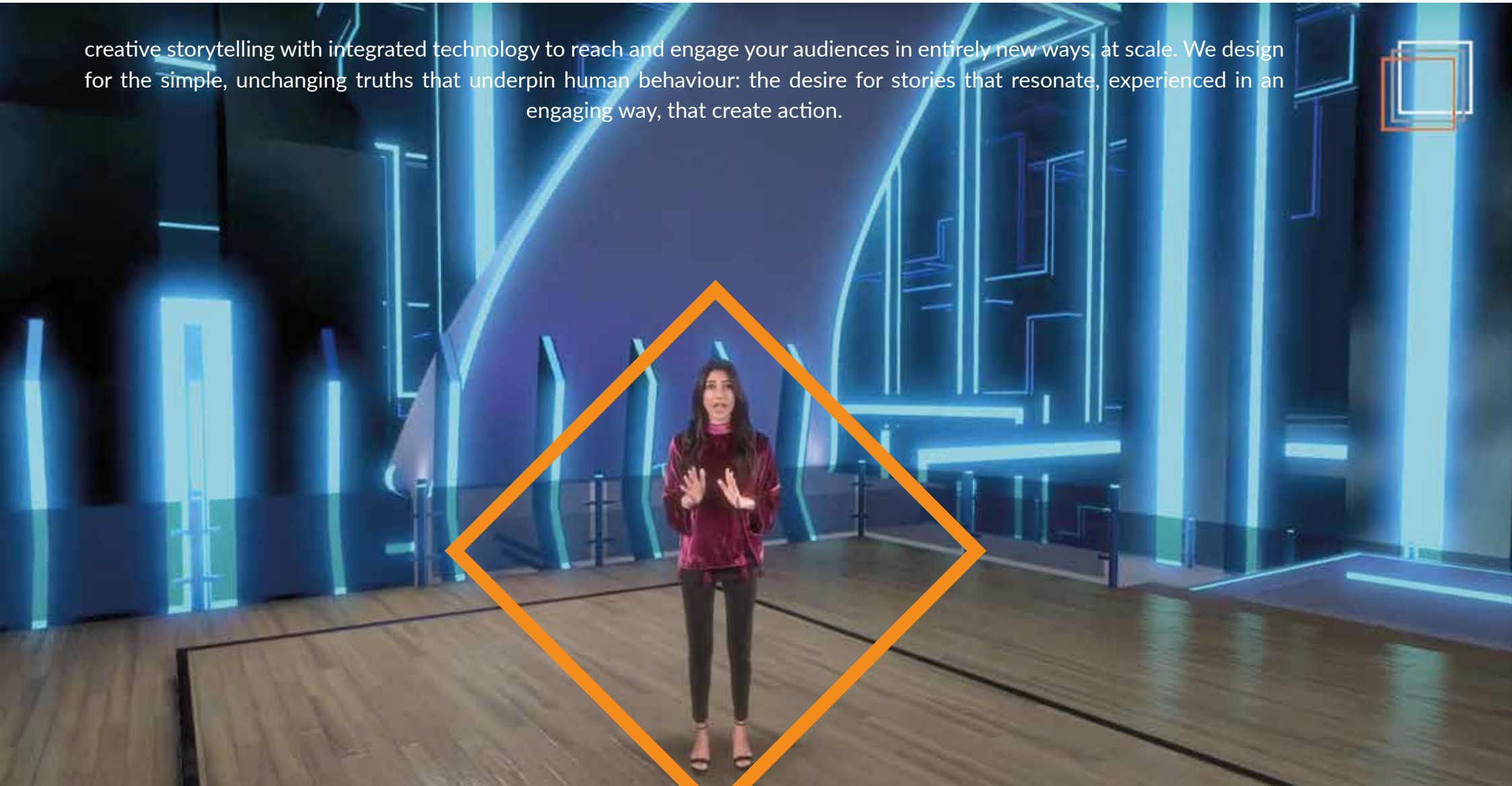
As the pandemic changed the way events are organized with online integration, Beyond Events can provide the needed tools in the new normal setting. As events have been restricted to a certain number people, it has also limited the reach of the potential reach. That is why online attendees come in by broadcasting events on other online platform such as Zoom, Teams, and on a website. Beyond Event can provide experts and professional technical equipments to make it happen.

3D VIRTUAL EVENT

Our 3D virtual events is an innovative solution from our ever developing technologies with the idea of improving human interactions and relationship. We offer this service in hopes of merging the boundaries of distance into an environment that can foster memorable and special experiences.

Virtual and Hybrid Events offer new levels of engagement and interactivity that can be adapted to changing circumstances. We can help your brand or business to combine

creative storytelling with integrated technology to reach and engage your audiences in entirely new ways, at scale. We design for the simple, unchanging truths that underpin human behaviour: the desire for stories that resonate, experienced in an engaging way, that create action.





BEYOND
INFORMATION
TECHNOLOGY

Beyond Info-tech is an IT company that specialises in Cyber-security and Networking for medium to large business/enterprises/ institutions. Beyond Info-tech also provides Cloud Computing, Web Development and IT support—which includes services for both hardware and software.



WEB DESIGN & DEVELOPMENT

Your website is the center of your digital presence. It's one of the few places on the internet where you can deliver your brand's message free of distortion or distraction. Beyond Perspective's web development services are perfect for brands at any stage. Our web development team can help you build your brand's website from the ground up. We specialise in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers. If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design, and responsiveness.

SOCIAL MEDIA

Social Media has changed how brands communicate with their audiences forever. Whether your business is a B2B or B2C brand, social media is a powerful way to build brand awareness, build a positive image, and drive lead generation. We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, creating loyalty among fans, and driving new leads for your business. Our full suite of social media services includes:

- Social Strategy Development
- Social Media Consulting
- Social Media Advertising
- Community Engagement
- Brand Awareness & Lead Generation

Our data driven approach ensures that you understand the true ROI of your social media efforts, and our team works tirelessly to improve the return on your investment in social media.



SEARCH ENGINE OPTIMIZATION



Billions of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines. At Beyond Perspective IT Department, we specialize in an innovative approach to SEO that uses white-hat tactics to put your website at the top of your target audience's searches. Our SEO services include:

- Keyword Research
- Technical SEO
- Full SEO Audits
- SEO Consulting

PAY-PER-CLICK

More than 60% of website traffic starts with a search engine query. Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising real estate can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth. Our PPC services include:

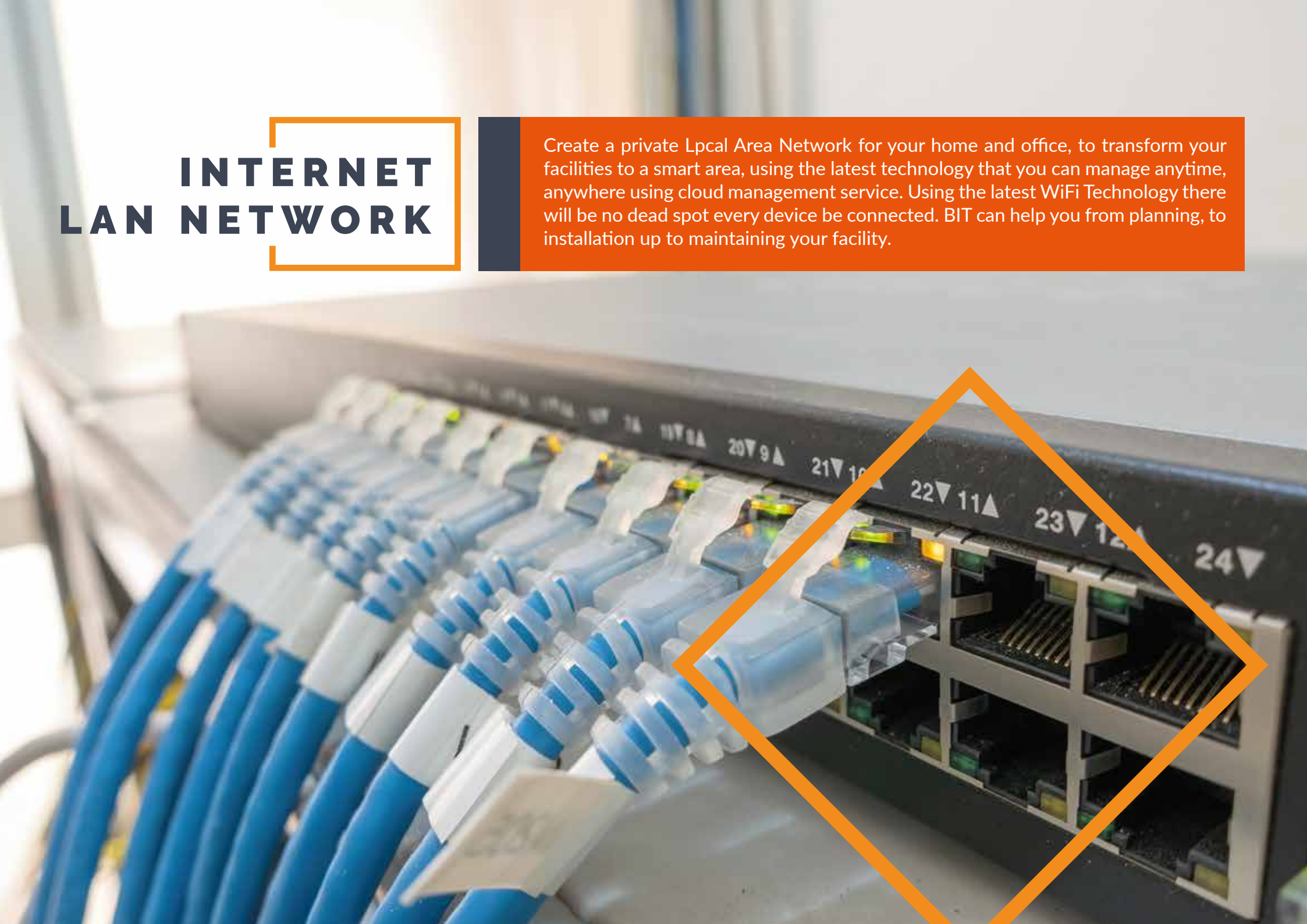


- PPC Strategy Development
- PPC Research
- Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization

At Beyond Perspective IT, we have extensive experience leveraging PPC to drive growth for our clients. Our approach to PPC is data-driven, which allows us to deploy campaigns that focus on efficiency and constant improvement.

INTERNET LAN NETWORK

Create a private Local Area Network for your home and office, to transform your facilities to a smart area, using the latest technology that you can manage anytime, anywhere using cloud management service. Using the latest WiFi Technology there will be no dead spot every device be connected. BIT can help you from planning, to installation up to maintaining your facility.



OUR TEAM - QATAR



JOSEPHAT OTENIO
TECHNICAL ASSISTANT



JOSE SAN JOSE
TECHNICAL DIRECTOR



DESTARTE PRIETO
SENIOR GRAPHIC DESIGNER



AHMED KAZWINI
MANAGING DIRECTOR | MEDIA SPECIALIST



JENNYLEN VILLANUEVA
CINEMATOGRAPHER



EMERY HEMEDI NSHIMIRIMANA
VIDEO EDITOR



CYRINE KABANI
ACCOUNTS MANAGER

OUR TEAM - AUSTRALIA

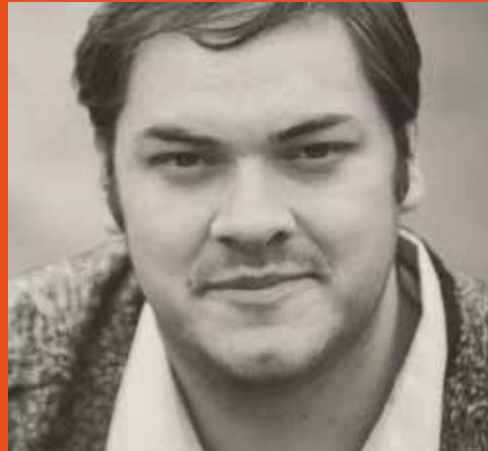


FELICITY BLAKE

SCREENWRITER

A documentarian with 12 years in the industry; in addition to writing Felicity also conducts research, directs and field produces. Felicity's English language skills are impeccable and has a deep knowledge of English literature, which was an element of her Bachelor of Arts degree (BA Film; 2000).

Felicity has in-country production experience working in Doha (also Dubai and Abu Dhabi) and is very enthusiastic about working on Qatar-based projects, either from Sydney or in Doha.



ELLIOT WALKER

PRODUCER

Elliott is a graduate of the University of Newcastle. He specialises in capturing and creating social media and online production content, and connecting it to audiences both in Australia and abroad. His cultural heritage to promote Australian culture to a global audience is his driving force to creating quality and engaging videos. Mixing his training of media and music, he creates engaging videos from corporate to the music industry.



TOM BIDDLE

DIRECTOR/SCREENWRITER

Specialising in visual storytelling, Tom has had extensive experience in screenwriting and directing television advertisements, social media campaigns and turn key productions that he sees through from development to production. Graduation with BA in Film Production, Tom is passionate about the Australian film industry and aims to capture Australian stories in a creative and engaging way.



PATRICK DINE

VIDEOGRAPHER/EDITOR

With a BA in Film Production from SAE Creative Institute, Patrick has had extensive experience in videography and post production. He is particularly skilled in music videos and video advertisements. He has achieved awards in international film festivals in cinematography for both short and feature films.

WORKFORCE



PORTFOLIO

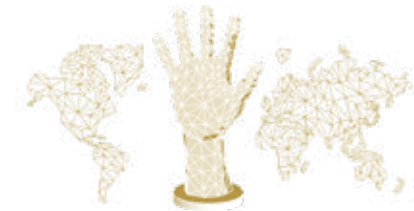
01 **RULE OF LAW**

Beyond Perspective is the media company that works with The Rule of Law and Anti Corruption Center. With ROLACC, we create all their documentaries that deal with ROLACC as well as the Sheikh Tamim Bin Hamad Al Thani Excellence Award for Anti-Corruption. Beyond Perspective creates documentaries for graduates and films their graduation ceremonies.



02 **SHEIKH TAMIM BIN HAMAD AL THANI** *International Anti-corruption Excellence Award*

The Sheikh Tamim Bin Hamad Al Thani International Anti-Corruption Excellence Award is a prestigious award for those fighting global corruption. Award winners are flown to Qatar for us to film interviews and creates high quality videos. These videos and documentaries are shown to a global audience every year in the annual award ceremony; which is also broadcasted on Al Jazeera Network.



Sheikh Tamim Bin Hamad Al Thani
INTERNATIONAL ANTI-CORRUPTION EXCELLENCE AWARD

03 **POLICE TRAINING INSTITUTE**

Since March 2020, we have been working with The Ministry of Interior and The Police Training Institute to livestream lessons and lectures to the police force during the COVID-19 lockdown. We began with streaming 5 lessons per day, and now we are streaming 35 lessons per day to over 500 students. This is continuous work, and you can find the letter of collaboration from them in the tender document.



04 MSHEIREB PROPERTIES

Since May 2020, Msheireb Properties has been our client. In 2020 alone, they had 6 events, and we livestreamed them all. Msheireb Properties trust us with all their event coverage and videography requirements, and we are booked for 4 events in the first quarter of 2021.



05 QATAR FOUNDATION

Beyond Perspective is the media company that films all of Education City's Speaker Series, where they bring esteemed guests such as Ms Amina Mohamed from the United Nations. We livestream all of these events and this is on-going work.



06 METITO

Metito is an environmental company that deals with desalination of water. We created a documentary for them where we went to several of their desalination plants in Qatar and we captured videos and interviews.



07 BQ SOLUTIONS

We are the trusted media partners for BQ solutions, which is a joint venture between Barzan Holdings and Qintetiq solutions. BQ solutions deals with providing services to the military. They trust us with all of the sensitive information that they give us, and we will continue working with them.



08 **MAJD QATAR CAMPAIGN**

In partnership with the Tawasol Center, Beyond Perspective was part of a campaign to honor H.H Sheikh Tamim Bin Hamad Al Thani. For this campaign, Beyond Perspective filmed interviews for over 50 companies in Qatar including Gulf Exchange Company, American Academy, Ibhar Enterprise, Al Tadamon motors, and more! Beyond Perspective did the live streaming for the event held at the Sharaton Hotel.



09 **BUSINESS NETWORK INTERNATIONAL**

Beyond Perspective is the trusted media company for Business Network International. We film and livestream continuously all their large events and conferences to all the BNI networks around the globe.



10 **QATAR AIRWAYS**

Qatar Airways is a client we have worked with since 2019. Whenever Qatar Airways has a conference, they call us to livestream and create videos. For example, the CAPA center for Aviation Conference in 2019 was livestreamed by us. Al Jazeera Network, CNN and CNBC all took a feed from us and broadcasted it live on their networks.



11 **MICROSOFT**

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12 **APEX BUSINESS SOLUTIONS**

Beyond Perspective has been working along side APEX Business Solutions since 2019, where we provide live-streaming, videography and photography services. Along side APEX, we have livestreamed events including GSU Book launch for Qatar Foundation, The Global Security Summit 2019, Microsoft Data Center Launch and TOTAL Qatar.



13 **KATARA STUDIOS**

Beyond Perspective provides services for Katara Studios in video editing, color grading, lighting, and livestreaming. Beyond Perspective worked on a podcast series for Al Jazeera, a cinema show, and provided color grading services for an 18 episode documentary. Beyond Perspective also provides technical services for Katara Studios



14 **KAHRAMAA AWARENESS PARK**

The two year contract awarded by Kahramaa to the complete maintenance and operation of Kahramaa Awareness Park is a project where Beyond Perspective has 27 embedded Beyond Perspective staff to complete the operation and maintenance. We also provide proposals and ideas to enhance the experience of KAP



15 **KAHRAMAA QATAR GENERAL ELECTRICITY & WATER CORP.**

The two year contract awarded by Kahramaa is to provide film production, 3D animation and short film services to Kahramaa. The recent content on Kahramaa's official Youtube channel, Social media channels and website are all created by Beyond Perspective.

