

introducing the region's first **Baselight colour grading system**



twofour54
Abu Dhabi

media & entertainment hub

introducing Baselight colour grading



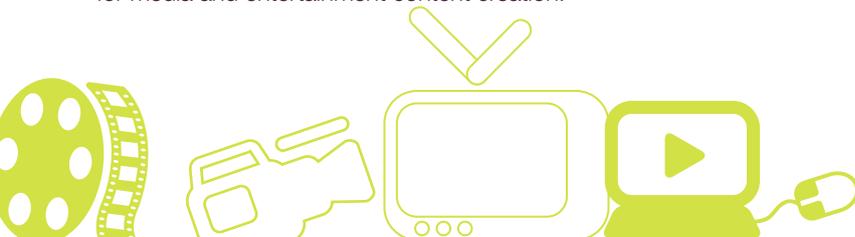
With quality playing such an important role in our operations, we are pleased to be the first to provide the world's most powerful colour grading and colour management systems – Baselight and Truelight - to production houses, producers and film directors in the region.

Baselight is above all fast, creative and reliable, allowing the colourist to provide a compelling client experience in the way to achieving the desired result.

- Layer based timeline grading allows fast composition and manipulation of complex scenes and shots
- A complete Film and Video grading toolset combines with powerful compositing features to produce the most creative and stunning looks possible
- Native support for all industry standard digital film file formats and powerful conforming tools provide quick and accurate media management
- Robust and powerful proprietary hardware platform means that your job will be delivered on time
- Everything is driven from the revolutionary Blackboard control surface and underwritten by Truelight Colour Management

Our on-campus professionals will give your film the colour, vibrancy and definition it deserves. We have certified creative technicians with recent experience on popular TV series, commercials and music videos, with work showcased on FilmLight's international show reel.

Baselight further strengthens the position of **twofour54°** and Abu Dhabi as the regional center of excellence for media and entertainment content creation.



what is twofour54°?



Launched in October 2008, **twofour54° Abu Dhabi** is home to the Arab world's media and entertainment industry. Our purpose-built environment provides the infrastructure and support for creative and digital companies in television, film, online, mobile, music, gaming, animation, publishing and radio.

Our innovative campus is in Abu Dhabi, the capital of the United Arab Emirates and the emerging cultural and media gateway to the Middle East and North Africa (MENA). This region represents 340 million people bound by a common language. Through our strategically developed content creation ecosystem, we help empower your business to capitalise on opportunities across any media platform.

twofour54° is a free trade zone with attractive economic benefits for companies, such as a tax-free environment and 100% foreign ownership. Our collaborative community is backed by world-class operational and logistical support designed to facilitate business connections and form dynamic working relationships within the campus.

CNN, Fox, Sky, BBC and Ubisoft are among more than 140 companies capitalising on the opportunities at **twofour54°**. The development of a self-sustaining and robust media and entertainment industry is a priority of the Abu Dhabi Government, which is the driving force behind our content creation hub.



twofour54° intaj

state-of-the-art production facilities



twofour54° intaj is a one-stop-shop for all your production and post production needs. Voted MENA's 'Studio of the Year' in 2010 and 'Post-Production House of the Year' in 2011 & 2012*, **twofour54° intaj** has the digital production and post-production capability required to take your project from idea to on-air:

- 6 production studios with the latest High Definition (HD) technology
- 23 server-based, post-production suites
- 13 AVID/FCP editing suites
- Stereoscopic 3D lab, the first and most sophisticated in the region
- 3 audio pro-tools post-production suites
- 5 graphics suites, including AVID DS for high-end finishing and compositing
- 2 Autodesk Smoke suites for high end finishing and compositing
- The only award-winning Baselight colour grading system in the GCC
- Broadcast quality teleport and play-out centre
- SD & HD physical and file-based asset management including ingest, standard conversions, dubbing and digital archiving across a wide range of formats
- Internationally trained specialist support staff
- Ability to receive and deliver files through varying methods, including via FTP
- Set design and construction services
- Outside broadcast facilities
- Access to freelance crews

*Digital Studio Magazine. ITP Publishing

our facilities at a glance



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project : **al hasan w husain** Kuwait



before **after**

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project : **Al Quds music video** Egypt



كلمة من الشرق السريع



before after

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project : **Kids music video** UAE



before
after

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project : **winds of goodness** UK



before
after

twofour54
Abu Dhabi

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meeting the highest standards for clients across the region



we are twofour54°. are you?
find us. join us. produce with us.

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