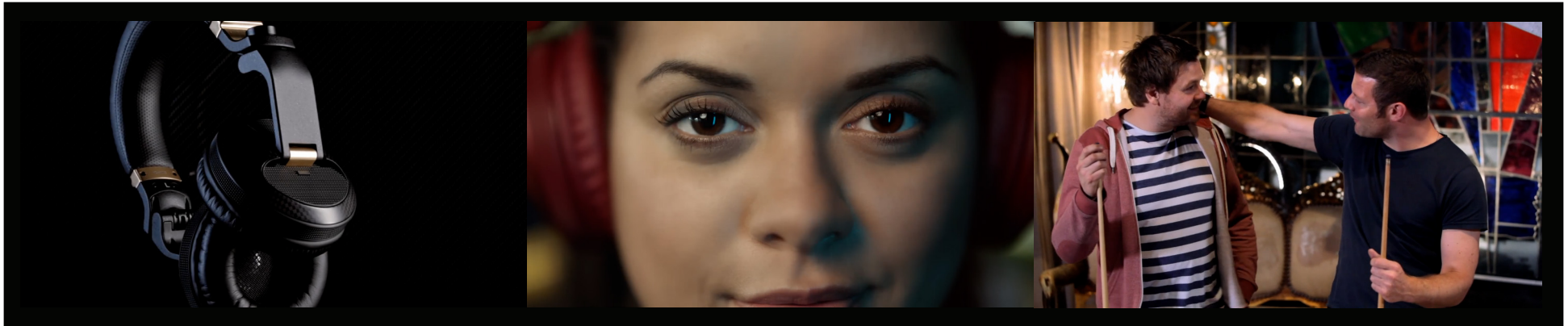




**MACHINE  
MOVING IMAGE CREATIVE**

# WHO WE ARE...



At Machine Moving Image Creative, we are driven by the belief that brands thrive when they forge genuine connections with their audiences, fostering trust along the way. Our approach seamlessly blends strategy, creativity, and content production to infuse your communications with emotion and authenticity.

Central to our philosophy is the pursuit of human truths, guiding us as we delve deep into the audience insights, market positioning, and unique narratives inherent to your brand, crafting clear communication strategies that resonate with your audience and cultivate trust.

# WHAT WE DO.

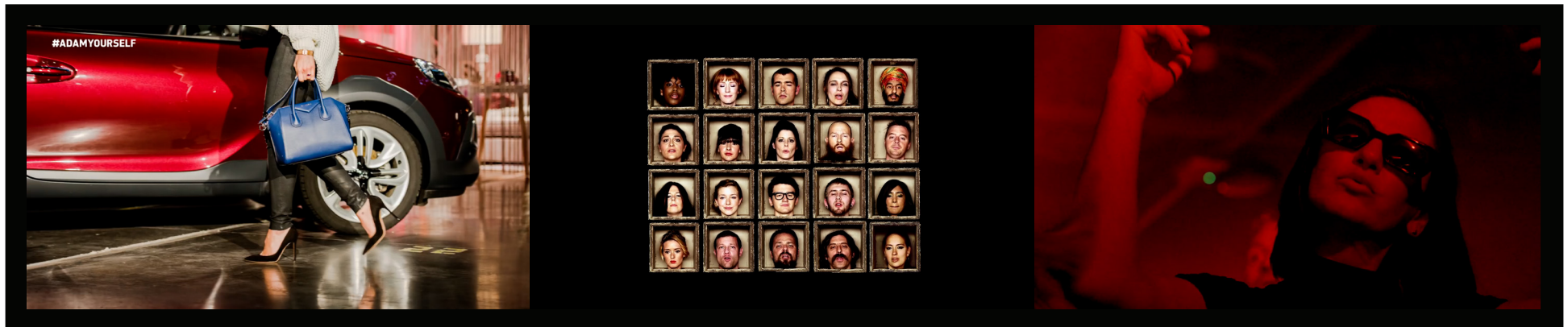
Our team of directors, cinematographers, writers, and designers are dedicated to articulating your story with utmost authenticity. Through simple yet powerful concepts, we endeavor to inspire and engage, bringing forth narratives that are inherently honest and profoundly human.

From branded content to social media, animation, podcasts, commercial film, and beyond, we specialize in producing communications that foster trust. We meticulously select the format and channels that best convey your story, ensuring that your message reaches its intended audience with impact and resonance.

**AT MACHINE MOVING IMAGE CREATIVE, WE DON'T JUST CREATE CONTENT - WE BUILD CONNECTIONS THAT ENDURE.**



# SERVICES.



Machine Moving Image Creative Ltd is a premier full-service production and moving image production company offering a comprehensive range of high-level production and post-production services tailored to meet the diverse needs of clients across various industries. Some of the key services provided by Machine Moving Image Creative Ltd include:

# SERVICES - PRE-PRODUCTION

## **1. Pre-production Services:**

- Creative and idea generation
- Concept development and scripting
- Location scouting and casting
- Crew hiring and management
- Set design and construction
- Storyboarding and pre-visualization
- Production scheduling
- Budgeting and financing



Our team of experienced creatives collaborates closely with clients, fostering an environment where innovation thrives. From brainstorming sessions to storyboarding and concept development, we leave no stone unturned in our quest to deliver exceptional results. With our dedicated approach and unwavering commitment to creativity, we ensure that every project exceeds expectations and leaves a lasting impact.

Our pre-production process is the cornerstone of our success, where we meticulously plan and strategize every aspect of a project to ensure its success. From initial concept development to finalizing scripts and storyboards, we work closely with our clients to bring their vision to life. Our experienced team of writers and creatives harnesses their expertise to craft compelling narratives and innovative concepts that resonate with audiences. We leave no detail unaddressed, carefully considering logistics, timelines, and resources to streamline production and maximize efficiency. Through rigorous planning and attention to detail, we set the stage for seamless execution, ensuring that every project exceeds expectations and achieves its objectives.

# SERVICES - PRODUCTION

## **2. Production Services:**

- High-quality cinematography and camera operation
- Professional lighting and sound design
- Art direction and set design
- Practical or digital effect supervision
- On-set coordination and management
- Data management and transfer



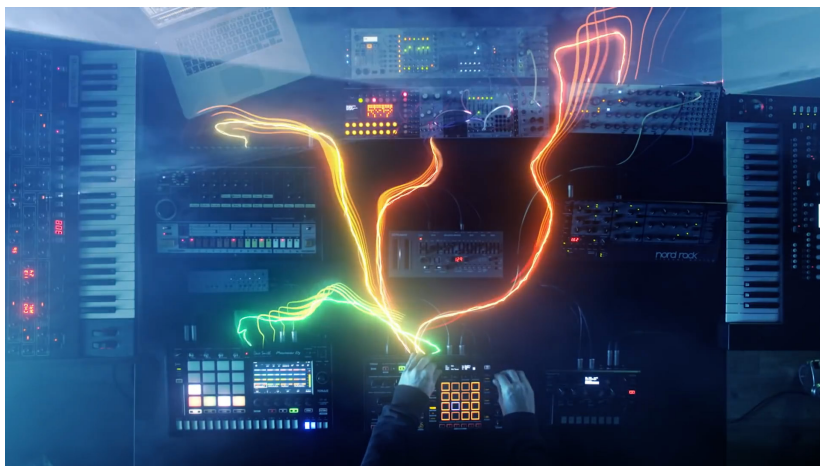
Our production services encompass a spectrum of expertise and dedication, ensuring that every aspect of your project is executed with precision and excellence. With a focus on high-quality cinematography and camera operation, we capture each moment with clarity and artistry, bringing your vision to life on screen. Our team excels in professional lighting and sound design, creating immersive environments that enhance storytelling and captivate audiences. From meticulous art direction and set design to practical or digital effect supervision, we spare no effort in crafting visually stunning and impactful visuals. Behind the scenes, our on-set coordination and management guarantee seamless operations, while our robust data management and transfer protocols ensure the security and integrity of your project throughout the production process. With our unwavering commitment to quality and innovation, we transform ideas into unforgettable cinematic experiences.



# SERVICES - POST-PRODUCTION

## **3. Post-Production Services:**

- Rushes transfer, transcoding and storage
- Video editing and color grading
- Visual effects and CGI integration
- Motion graphics and animation
- AI Upscaling & artefact/noise removal
- Music production & sound design
- Sound mixing and mastering



Our post-production services are where creativity meets cutting-edge technology to bring your project to its fullest potential. From the initial transfer of rushes to transcoding and storage, we ensure the seamless handling and preservation of your valuable footage. Our skilled team of editors specializes in video editing and color grading, sculpting raw footage into polished cinematic masterpieces. With expertise in visual effects and CGI integration, we can transport viewers to new realms of imagination, while our motion graphics and animation capabilities add dynamic flair to every frame. Utilizing advanced AI upscaling and noise removal techniques, we elevate the quality of your visuals to pristine levels, ensuring a flawless viewing experience. Additionally, our music production and sound design services breathe life into your project, while our sound mixing and mastering expertise ensures that every auditory element resonates with clarity and impact. With our post-production prowess, your vision will transcend expectations, leaving a lasting impression on audiences worldwide.

# SERVICES - DISTRIBUTION & MARKETING

## **4. *Distribution and Marketing:***

- Content distribution strategy
- Social media marketing campaigns
- Social media reversioning
- Brand integration and partnerships
- Audience engagement and analytics tracking
- Youtube channel set-up and management

Our distribution and marketing services are designed to amplify your content and maximize its reach across diverse platforms. With a strategic content distribution strategy at the forefront, we ensure that your message resonates with the right audience at the right time. Our social media marketing campaigns leverage the power of various platforms to drive engagement and foster brand loyalty. Through meticulous social media reversioning, we tailor your content to suit different channels and audiences, maximizing its impact and relevance. We excel in forging brand integration and partnerships, aligning your brand with influencers and collaborators to expand your reach and influence. Our commitment to audience engagement is unwavering, as we utilize cutting-edge analytics tracking to understand audience behavior and optimize content performance. Additionally, our expertise in Youtube channel set-up and management ensures that your presence on the platform is both strategic and impactful, solidifying your position in the digital landscape. With our comprehensive approach to distribution and marketing, your content will captivate audiences and leave a lasting impression on every platform.



# SERVICES - A PREMIUM OFFERING

Machine Moving Image Creative distinguishes itself as a premium choice for businesses seeking top-notch production services, due to its unparalleled expertise, attention to detail, and commitment to excellence. With a team of seasoned professionals equipped with the latest technology and industry insights, Machine Moving Image Creative ensures that every project is executed with precision and creativity, delivering compelling visual narratives that resonate with audiences. Additionally, the company's dedication to client satisfaction, combined with its collaborative approach, ensures that each project is tailor-made to meet the unique goals and objectives of its clients. By choosing Machine Moving Image Creative Ltd, businesses can expect nothing short of exceptional quality, creativity, and professionalism, making it the ideal partner for bringing their vision to life in the world of moving images.



# VIDEO FOR YOUR BUSINESS.

In today's digital age, the power of video content cannot be overstated, and it has become an indispensable tool for businesses of all sizes and industries looking to enhance their growth and reach. Here's why every business should harness the potential of video content across various platforms and purposes:

**Advertising:** With our expertise in advert production, we can craft innovative and engaging cinema commercials, TV adverts, or moving billboards to effectively promote your new products or services and increase brand awareness.

**Social Media:** In a world where social media plays a pivotal role in people's lives, high-quality video production can elevate your digital content, whether it's through feed stories, in-stream ads, animated typography, or cinemagraphs, helping you stand out in the crowded digital landscape.

**Event Filming:** Capture the essence of special moments like award shows, guest lectures, celebrations, or brand activation events, creating lasting memories and engaging content for your audience.

# VIDEO FOR YOUR BUSINESS.



**Internal Communications:** Utilize video content to streamline internal communications, disseminating important messages, training materials, or company updates effectively and engagingly.

**Brand Films/Documentaries:** Showcase your brand's story and values through compelling brand films or documentaries, fostering deeper connections with your audience and building brand loyalty.

**App Videos, YouTube Channels, Website Videos:** Utilize video content across various platforms to promote your products, educate your audience, and enhance your online presence.

# VIDEO FOR YOUR BUSINESS.



**Tutorials and Education:** Provide valuable tutorials and educational content to your audience, establishing your expertise in your industry and building trust with potential customers.

**Live Streaming/Live Production:** Bring your events directly to your audience through live streaming, allowing for real-time interaction and engagement, whether it's a sporting event, masterclass, seminar, or art performance.

**Point of Sale/Interior Design:** Enhance the ambiance and appeal of your physical spaces with strategically placed video content, creating immersive and memorable experiences for your customers.

# VIDEO FOR YOUR BUSINESS.

In conclusion, video content offers limitless opportunities for businesses to connect with their audience, drive engagement, and achieve their growth objectives. With our comprehensive production services, we can help businesses leverage the power of video across various platforms and purposes, maximizing their impact and success in today's digital landscape.



# WHY CHOOSE US?

Choosing Machine Moving Image Creative is a decision driven by our unparalleled dedication to creativity and unwavering commitment to making our clients happy. At Machine Moving Image Creative, we understand that every project is unique and requires a bespoke approach to truly stand out in today's competitive landscape. Our team is fueled by a passion for creativity and a relentless pursuit of excellence, ensuring that each project we undertake is infused with innovation, originality, and artistic flair.

We have an unwavering focus on client satisfaction. We believe that our success is measured by the success of our clients, and we go above and beyond to exceed their expectations at every turn. From the initial concept development to the final delivery, we collaborate closely with our clients every step of the way, ensuring that their vision is brought to life in the most compelling and impactful way possible.

Our track record speaks for itself. With a portfolio of successful projects spanning various industries, we have earned a reputation for delivering exceptional results time and time again. Whether it's producing innovative cinema commercials, crafting captivating brand films, or live streaming dynamic events, our team approaches each project with the same level of passion, professionalism, and attention to detail.

But perhaps what truly sets us apart is our genuine dedication to making our clients happy. We understand that the success of our business hinges on the relationships we build with our clients, and we strive to create lasting partnerships built on trust, transparency, and mutual respect. When you choose Machine Moving Image Creative, you're not just hiring a production company – you're partnering with a team of passionate creatives who are committed to bringing your vision to life and making your dreams a reality.

# OUR WORK - CASE STUDY 01

## Introduction Video - Pioneer DJ/Alpha Theta's Wave-Eight Wireless Bluetooth Speaker



**CLICK HERE TO WATCH...**

**Concept:** Our concept for this music video revolves around the idea of showcasing Pioneer DJ/Alpha Theta's professional wireless Bluetooth speaker as more than just a sound device—it's an immersive experience that transcends boundaries. We wanted to capture the essence of the speaker's versatility by taking viewers on a journey through contrasting landscapes and environments, each representing a different facet of the speaker's capabilities. From the bustling energy of urban dance floors to the serene tranquility of natural settings, we aimed to demonstrate how the speaker seamlessly integrates into any scene, enhancing the ambiance and elevating the overall experience. By curating a carefully selected dance music soundtrack, we ensured that every beat resonates with the power and clarity that Pioneer DJ/Alpha Theta is known for, further reinforcing the message that this speaker delivers an unparalleled audio experience. Through dynamic visuals and captivating storytelling, we aimed to evoke a sense of excitement and curiosity, inviting viewers to immerse themselves in a world where sound becomes an integral part of the narrative. Ultimately, our concept seeks to showcase the speaker's ability to transform any space into a vibrant and engaging environment, where music has the power to move and inspire.

**Execution:** Employing cutting-edge filming techniques such as immersive 360-degree video and dynamic FPV drone shots, we've captured the speaker's adaptability in action. Whether igniting a rooftop party with infectious energy or setting the mood for an intimate gathering under the stars, the speaker effortlessly transforms any space into a vibrant dance floor.

**Outcome:** The resulting music video not only showcases the speaker's exceptional sound quality but also highlights its ability to enhance any environment with its versatile performance. Audiences are transported into a world where sound knows no limits, immersing themselves in an audiovisual experience that pushes the boundaries of innovation.

# OUR WORK - CASE STUDY 02

## Music Video - Sister Bliss - I wanna Feel



**CLICK HERE TO WATCH...**

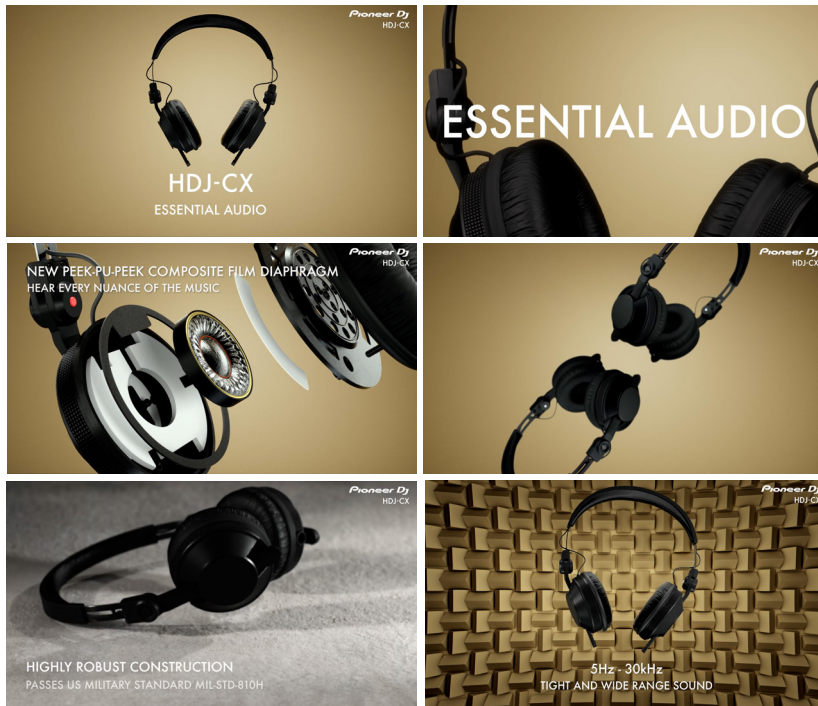
**Concept:** For Sister Bliss's latest track, we embarked on a creative journey to craft a visually captivating music video that would complement the haunting soundscape of the song. Inspired by the track's juxtaposition of ominous undertones and bright, colorful melodies, we sought to create a visual narrative that would immerse viewers in an unsettling yet mesmerizing experience. To achieve our vision, we decided to utilize footage captured by a talented cameraman at deserted industrial locations around London. These locations provided the perfect backdrop for our narrative, evoking a sense of desolation and urban decay that resonated with the track's themes. Our goal was to seamlessly integrate 3D animated, glowing rave-style graphics into the footage, creating a surreal and immersive visual experience.

**Execution:** Using advanced motion tracking and compositing techniques, we meticulously inserted 3D animated elements into the footage, ensuring they seamlessly interacted with the environment. The glowing rave-style animations pulsed and danced against the backdrop of industrial landscapes, creating a striking juxtaposition between the eerie setting and the vibrant graphics. This juxtaposition added depth and complexity to the video, enhancing the overall viewing experience.

**Outcome:** The final result was a visually stunning music video that captivated audiences and immersed them in a world of haunting beauty. The ominous tone of the deserted industrial locations combined with the bright, colorful animations created a compelling contrast that perfectly complemented the track's dynamic soundscape. The video garnered praise for its innovative visual style and its ability to evoke a range of emotions, from unease to exhilaration. Our collaboration with Sister Bliss on the "Industrial Rave" music video was a testament to the power of creative experimentation and collaboration. By seamlessly blending live-action footage with 3D animation, we were able to create a visually striking narrative that captivated audiences and brought the track to life in a whole new way.

# OUR WORK - CASE STUDY 03

## Introduction Video - HDJ-CX Lightweight Professional on-ear DJ headphones



**CLICK HERE TO WATCH...**

**Concept:** In our video spotlighting the HDJ-CX professional Bluetooth headphones, we delve into a realm where sophistication meets minimalism. Inspired by the sleek contours and elegant design of the HDJ-CX, our goal was to create a visually stunning experience that mirrors the product's ethos of simplicity and refinement.

Our concept revolves around immersing viewers in a world of tranquility and uncluttered beauty, where every aspect of the video—from the CGI backgrounds to the 3D animation—reflects the elegance of the HDJ-CX headphones. By meticulously crafting virtual environments that mirror the headphones' design, we aimed to evoke a sense of sophistication and minimalist luxury. The video's aesthetic embraces clean, minimalist design elements, eliminating distractions and allowing viewers to focus on the headphones' sleek design and functionality.

**Execution:** To achieve our vision, the production team employed cutting-edge techniques in 3D modeling and animation. Every detail of the headphones, from the curvature of the ear cups to the texture of the headband, was meticulously recreated with precision and accuracy. Advanced rendering software ensured that the 3D models seamlessly captured the essence of the real-life product. Additionally, detailed attention was paid to lighting, shading, and texture mapping to evoke a sense of depth and realism in the virtual environment surrounding the headphones. Subtle ambient effects were carefully crafted to enhance the overall visual experience and immerse viewers in a serene auditory journey.

**Outcome:** The resulting video is a captivating visual representation of the HDJ-CX headphones, showcasing their elegance and functionality in a tranquil and uncluttered manner. By focusing on clean, minimalist design elements, the video invites viewers to appreciate the headphones' sleek contours and sophisticated design. The CGI backgrounds and 3D animation seamlessly complement the product, creating a visually stunning experience that highlights the headphones' minimalist luxury.

# OUR WORK - CASE STUDY 04

## Video poem - Make A Difference - Elliott Ajai-Ajagbe Daley - Queen Mary University of London



**CLICK HERE TO WATCH...**

**Concept:** In our collaboration with Queen Mary University London, we embarked on a unique project that brought together poetry and animation in an innovative way. Tasked with producing animations to complement poems crafted by top poets, our concept emphasized the intersection of various subjects including languages, geography, film, English, drama linguistics, comparative literature, and liberal arts. The video aimed to showcase how these subjects can empower individuals to take the lead in their preferred career paths.

**Execution:** Understanding the importance of maintaining the raw, improvised performance style of the poets reading the poetry to the camera, we approached the project with creativity and precision. Meticulously crafting animations designed to mimic hand-drawn illustrations, we added an organic, artistic flair to the visuals while ensuring seamless integration with the spoken word performances. To enhance the immersive experience, we animated the illustrations to have an interactive element, allowing them to draw on as the poets recited their verses. This dynamic feature added depth and engagement to the visuals, complementing the spoken word in a captivating manner.

One of the key challenges we faced was seamlessly integrating the animations into the tracking shots of the poets walking towards the camera in various locations. Leveraging advanced camera and motion tracking techniques, we meticulously synchronized the animations with the movement of the poets, ensuring a seamless transition between the live-action footage and the animated elements.

**Outcome:** The result was a series of captivating videos that seamlessly combined poetry, animation, and live-action footage to create a truly immersive and unforgettable experience. Our collaboration with Queen Mary University London not only showcased the power of interdisciplinary creativity but also exemplified our commitment to pushing the boundaries of storytelling through innovative visual techniques. The videos served as powerful educational tools, demonstrating the transformative potential of interdisciplinary studies and inspiring viewers to pursue their passions with confidence and creativity.

# OUR WORK - CASE STUDY 05

## Long Form Doc - FourFourTwo magazine - Non-league to Premier League



**Concept:** For our collaboration with FourFourTwo magazine, we embarked on the production of a long-form documentary that delves deep into the journeys of successful Premier League footballers who rose from non-league football clubs to the pinnacle of the sport. Our concept aimed to candidly tell the stories of these players' perseverance, dedication, and talent, shedding light on the challenges they faced in the early years of their careers at non-league clubs. We also sought to include the perspectives of scouts and training staff who played crucial roles in nurturing these players from obscurity to stardom.

**Execution:** Filmed in a raw documentary style under tight deadlines and often pressurized conditions at football clubs, our team undertook all elements of the documentary production. This included writing the script and outlining interviews, conducting verite-style camera work, liaising with clubs and player managers, and handling motion design and voice-over recording. Given the restricted conditions where TV rights were too expensive to purchase video footage, we diligently sourced photographic imagery and creatively utilized it to visually compellingly tell the story. Additionally, we traveled extensively across the country to non-league football clubs, filming games regardless of weather or conditions to capture the essence of the players' early journeys.

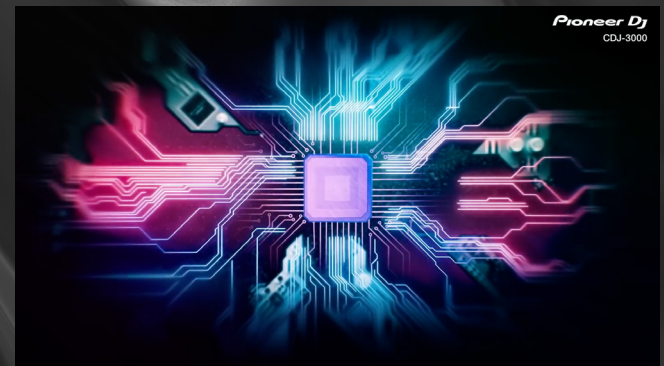
**Outcome:** The result was a compelling and emotionally resonant documentary that resonated with football fans and enthusiasts alike. By candidly portraying the struggles and triumphs of these players, we were able to create a narrative that celebrated their resilience and determination. The inclusion of perspectives from scouts and training staff added depth and context to the story, offering insights into the process of talent development in football. Despite the challenges of working under restricted conditions, our meticulous attention to detail and creative approach to sourcing imagery ensured a visually engaging and impactful film that left a lasting impression on viewers.

**CLICK HERE TO WATCH...**

# LET'S WORK TOGETHER

Choose us for your next project because we're not just another production company—we're innovators, creators, and collaborators. With a passion for crafting exceptional moving image content, we prioritize creativity and teamwork above all else. We thrive on working hand in hand with our clients, transforming ideas into unforgettable visual experiences. Let's bring your vision to life together. Your story, our passion—let's create something extraordinary.

# MACHINE





**THANK  
YOU!**

**[WWW.MACHINEMOVINGIMAGE.COM](http://WWW.MACHINEMOVINGIMAGE.COM)**

**Get in touch:** [hello@wearemachine.co.uk](mailto:hello@wearemachine.co.uk)