



far **sight**
PRODUCTIONS

PROFILE 2013



The Perfect Picture

Brilliant crew. Latest gear. Extensive local knowledge. Success comes by design, not by chance...

*"If you want to go fast, go alone.
If you want to go far, go together."*

- old African Saying.

Over the last seven years, Farsight Productions has emerged as a leading production outsourcing facility thanks to faithful and consistent application of this mantra.

We are the preferred logistics, rentals and personell resource partner for foreign film crews, broadcast houses, news agencies, advertising / PR agencies and corporates in East Africa.

Our solid reputation has earned us numerous fruitful working relationships in the region and beyond as we continuously re-invest in networks, skills and state-of-the-art tools. If you are looking for to get quality results within a strict timeline and a fixed budget, you have come to the right place.



Technical Capacity

The media landscape is shifting rapidly, with newer technologies and standards emerging daily and falling distribution costs exposing audiences to more and more material from all corners of the globe.

Consumers are becoming increasingly sophisticated and spoiled for choice, resulting to steep production demands to match rising tastes and preferences. At Farsight, we understand these dynamics all too well. We know that your message must stand out to make a lasting impression in a noisy and cluttered market space.

Accordingly, consistent investment in the latest audio-visual production tools, techniques and standards is, to us a top priority. Trust us to wow your audience with slick visuals and carefully crafted soundscapes to give your production that world-class touch. Tillenges students to pursue educational excellence within the parameters of their interests, needs, and abilities.



Creative Acumen

Every production initiative comes with its own unique set of needs. At Farsight Productions, we have had the privilege of successfully partnering with dozens of production teams both locally and abroad. We have had repeated exposure to the unique constraints of filming under a wide range of budgets, timelines and working environments. As a result, we bring to every production years of experience, unbridled enthusiasm and deep local knowledge to take on any combination of challenges a new assignment may throw our way.

The notion of 'Creative Problem Solving' defines our work ethic; the awareness that overcoming obstacles is not about throwing money at problems, but the savviness to apply extensive experience and tap into our network of partnerships to accomplish more, faster with less. This is why you can count on us for consistent, high quality and cost effective services



Efficient Logistics

"If I had eight hours to cut a tree, I'd spend six hours sharpening the axe." The idea rings particularly true when it comes to the rigours of the production process. The eventual value of time and effort spent on set (or location) depends on how adequately the support services are designed to ensure the smooth flow of things as envisioned on paper prior to production.

We liaise with a broad network of trusted suppliers and consultants to provide every level of production support; film licenses, work permits, clearing and forwarding of freighted equipment, accommodation, transport, security, catering, casting and extras, art department, equipment rentals as well as post production facilities. We are also competent at setting up internet and communication services at remote locations

We Are All ABout Results

Time. Effort. Skills. Resources. All these count for nothing without a definite sense of purpose to meet a specific goal. No one sets out to make a great production for the sake of making a great production. We understand that the success of our work is more than a matter of artistic or technical merit.

We must help you accomplish some clear, measurable outcomes - views, responses, approval ratings, chart positions, downloads, sales enquiries, sales and even profits. What exactly do you intend to achieve? We will work together through a simple four-step process to get you there faster than you thought possible ...



WE LISTEN

You understand the terrain that defines your working environment better than we do. You have a mental picture of where you are and where you need to go. Our first step is to get a firm grasp of these realities to make sure your team and ours are on the same page. Once we ensure a clear common understanding of the challenge at hand, everything else becomes easy going forward ...



WE PLAN

We help you map out a clear pathway to accomplishing your ultimate result. We break down complex aspirations into simple achievable goals. We thoroughly research your best ideas, and address all your concerns. By developing and documenting each significant step for consensus and clarity using industry-standard professional tools for budgeting, scripting and overall planning, we build the confidence and momentum to sustain enthusiasm and a strong sense of teamwork that keeps the creative juices flowing ...



WE COLLABORATE

At Farsight, the best laid plans seldom go sideways. Our extensive network of able hands and resourceful minds is always available to anticipate and compensate for the unforeseen and the unforeseeable. Our focus on developing winning synergies over the years has paid off in spades.

We are proud of our aptitude for discovering new opportunities to turn every situation to our client's best advantage in real time. Past clients tell others that collaborating with us is a rich and rewarding experience in its own right.

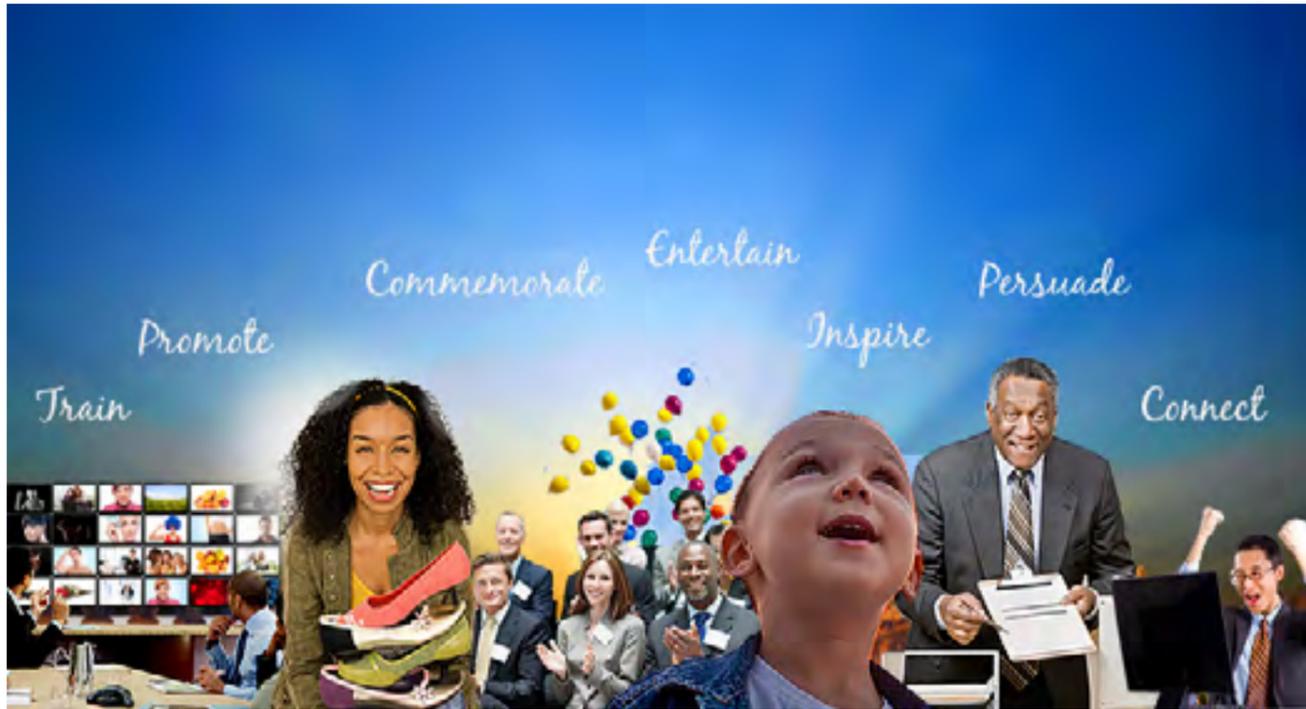
We are glad to agree.



WE DELIVER

Closure is an essential part of progress. There is hardly any upside to the situation when a production goes over budget or exceeds its allotted timeline. Our dedication to detailed planning and hard work is all about sparing our clients and partners from the angst and aggravation of expectation deferred. To us, delivering is not just about handing over the final work.

It's about creating the glowing sense of satisfaction when the words, "it's a wrap" come in the same breath as "we should do this again." To which we are only glad to respond, "Soon, if not sooner".



We Spread Ideas

Some think media is, 'Lights, camera, action.' At Farsight, we know it's, 'Reach. Appeal. Engagement.'

Narrative is the force that shapes all human experience - we perceive, learn, interact and attach meaning to our lives through stories.

Farsight Productions was formed to put the power of modern-day storytelling in your hands. What's your story? What is your product, brand or social cause all about? What inspired it? How does it work? Whose lives will it touch? And how will that change the world? You can count on us faithfully translate that mental picture into outstanding visuals, along with sound, style and loads of artistic flair. We package your message and help get it out there - squarely in front of the right people, via airwaves, cable, satellite, laserdisc or browser. We are here to connect hearts and minds world over to what matters most to you - your vision.



TVCs

TV commercials (TVCs) are an excellent way to reach millions of people simultaneously. Its visual appeal is known to generate a greater emotional response than radio or print. It is also easier to target the precise audience you want to reach for the exact response that would help your goals.

A TV campaign can work wonders for your bottom line if planned carefully to fit your goals and your budget. Contact us to learn more



PSAs

PSAs (Public Service Announcement) are messages in the public interest made to spread awareness, shape public attitudes and instigate behavior change. PSAs are ideal for causes in health, safety charity and overall consumer awareness.

We have had a track record of producing some of the most recognisable PSAs in the Kenyan marketplace. That said, we strive to beat our record and exceed any expectations based on past successes



Documentary

A visually recorded fact is credible evidence and has a greater power to move minds more than the written or the spoken word.

At Farsight, we view our documentary assignments as opportunities to expose hidden truths, stoke curiosity and instigate closed minds into fresh ways of thinking about everyday challenges.



Training Videos

Video-based training is superior to instructor-led training in certain scenarios. One is where a corporation has a large, spread-out staff. The expense of sending experienced trainers to each location or sponsoring each staffer for a training course can get out of hand.

We offer HR departments the option of developing training courses for delivery via DVD or online streaming. Speed and cost-efficiency are the key words here. Video-based training is superior to instructor-led training in certain scenarios. One is where a corporation has a large, spread-out staff. The expense of sending experienced trainers to each location or sponsoring each staffer for a training course can get out of hand.

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EVENT COVERAGE

There are certain moments in the life of an organisation that you get to experience only once. A product launch, a major anniversary, an awards ceremony, certification, opening a new branch, name it. Breakthroughs, milestones and new beginnings are crucial points in the development of a corporate's identity. Call on us to record our next big day for posterity. You'll be glad you did for a long time to come



NEWS & FEATURES

We have an eye for trends and journalistic flair that gives us an edge in development of human interest stories as new features and documenting breaking events for broadcast houses. and news agencies.

Our standardised production process ensures well-rounded coverage of issues tackled, from well-gathered facts and statistics to getting expert perspectives that shed light on the big picture



TV SERIES

Farsight Productions provides all levels of production expertise and support for both scripted and reality TV programmes, from full-fledged 13-part seasons to mini-series and exclusive specials.

Our capacity covers initial concept development and pilot production to the finishing touches at post-production.



ONLINE VIDEO

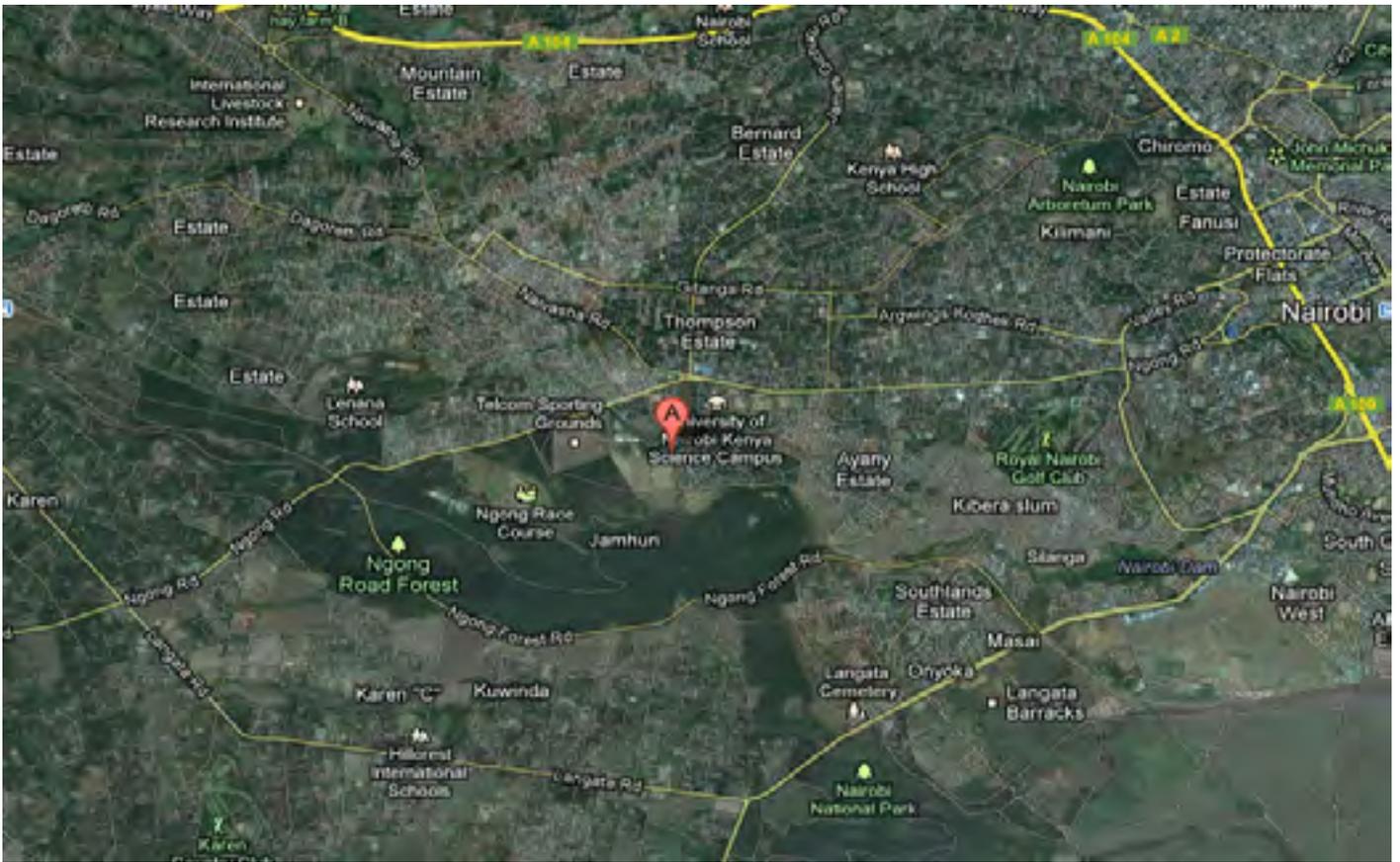
With falling costs in internet connectivity and widespread availability of web-enabled consumer and business devices, online video has become a serious component of any internet-based marketing or awareness effort. The unique nature of this new distribution platform calls for special considerations at the planning and production stage, which we will be glad to guide you through.

WE DON'T SELL 'SOLUTIONS'. WE PROVIDE STRATEGIC SUPPORT

Market visibility and clear consistent communication are essential to the ultimate success of any growing organisation. Any entity that lacks a system of continuously engaging customers, partners, internal and external stakeholders and the market at large with clear and effective messages is unlikely to remain relevant for long.

That is where Farsight comes in. We partner with our clients to develop and implement a media strategy - a far-reaching roadmap to ensure long-term brand prominence and broad appeal among the demographic that keeps your business going. Quick-win transactions and save-the-day solutions are fine, at times. But nurturing vision and sustaining excellence into the future is, to us, everything. Hence our name, Far-Sight ...

What can we do for you?



OFFICE CONTACTS

*Film Studios Complex, Jamhuri Park,
Ngong Road*

City: Nairobi, Kenya

Phone: 254 020 242 24 14

Mobile: 254 707 888 819

Email: info@farsight.co.ke