

VIDEO & AUDIO PRODUCTION HOUSE

# LAST MYLE FILMS

LAST

MYLE

FILMS

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**VIDEO  
PRODUCTION**

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VIDEO PRODUCTION

BRANDS / CLIENTELE



**VIDEO PRODUCTION**

**AGENCIES / PARTNERS**



SAATCHI & SAATCHI



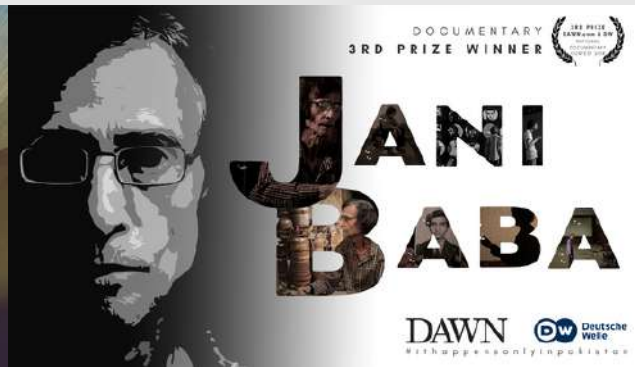
TALXENT





# AWARDS AND HIGHLIGHTS

Deutsche Welle & DAWN's National Video Documentary Contest #ithappensonlyinpakistan



Samsung Ad with Hassan Raheem from Coke Studio season 14 (2+ million views on Youtube)



Pepsi Battle of the Bands music video with Xarb (runner-up of season 3)



Nestle Nido Fortigrow - A Global Campaign Commercial





## **EHSAAS 2047**

**A 75 minutes feature length documentary**

Director & Editor: **Abdul Basit**

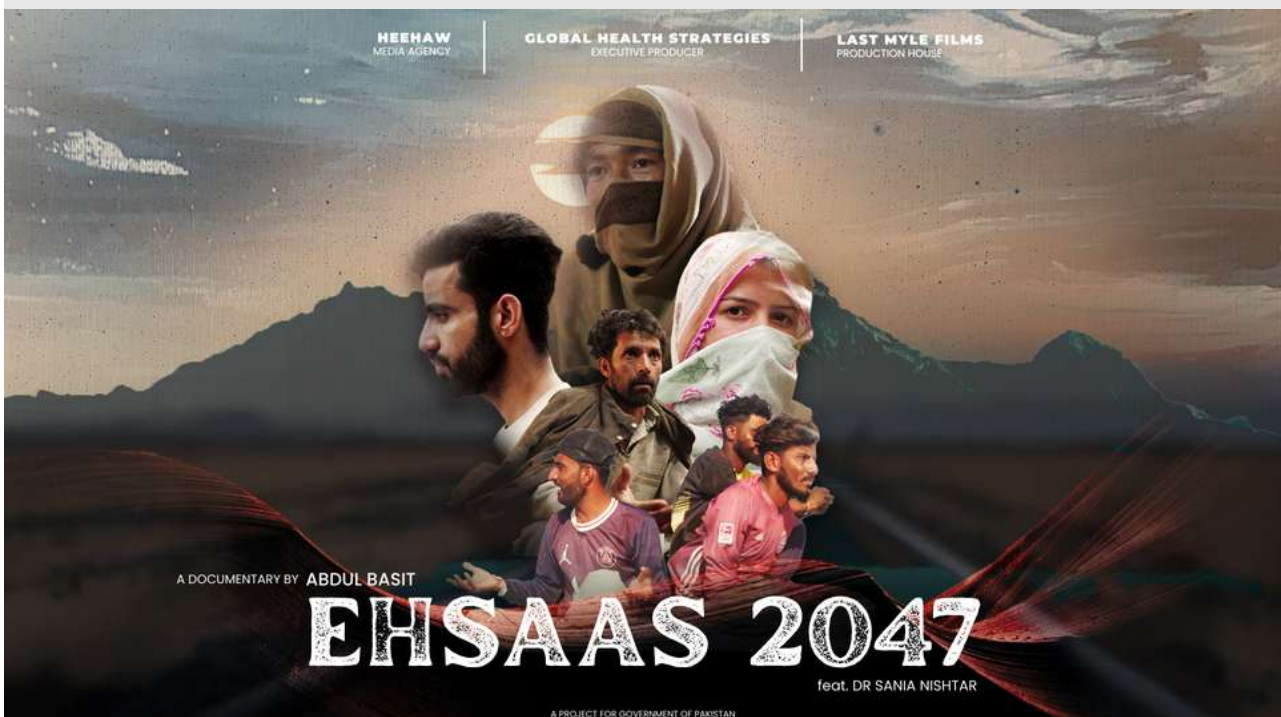
Executive Producer: **Global Health Strategies (USA)**

Media Agency: **Heehaw (UK)**

Production House: **Last Myle Films**

Official Website: [ehsaas2047.com.pk](http://ehsaas2047.com.pk)

**Synopsis:** Government of Pakistan under the leadership of Dr. Sania Nishtar launched a social safety program in 2018 in order to gear Pakistan towards being a welfare state. This documentary explores the scale & depth of Ehsaas program and how it benefited the people who are below the poverty line in just 3 years.



## **GURU NANAK 550th BIRTHDAY THE FOUNDER OF SIKHISM - LIFE & LEGACY**

**PROJECT OF WASHINGTON DC SIKH COMMUNITY**

Lead Director: GERALD KRELL

Producer: ADAM KRELL

Release: Early 2020 on PBS

Official Website: [gurunanakfilm.com](http://gurunanakfilm.com)

**Synopsis:** This documentary will educate Americans about Guru Nanak and about his vision to create a more equal society. In addition, the documentary will show examples of Sikhs making a difference in the lives of many people here in America and other parts of the world by following the teachings of Guru Nanak!

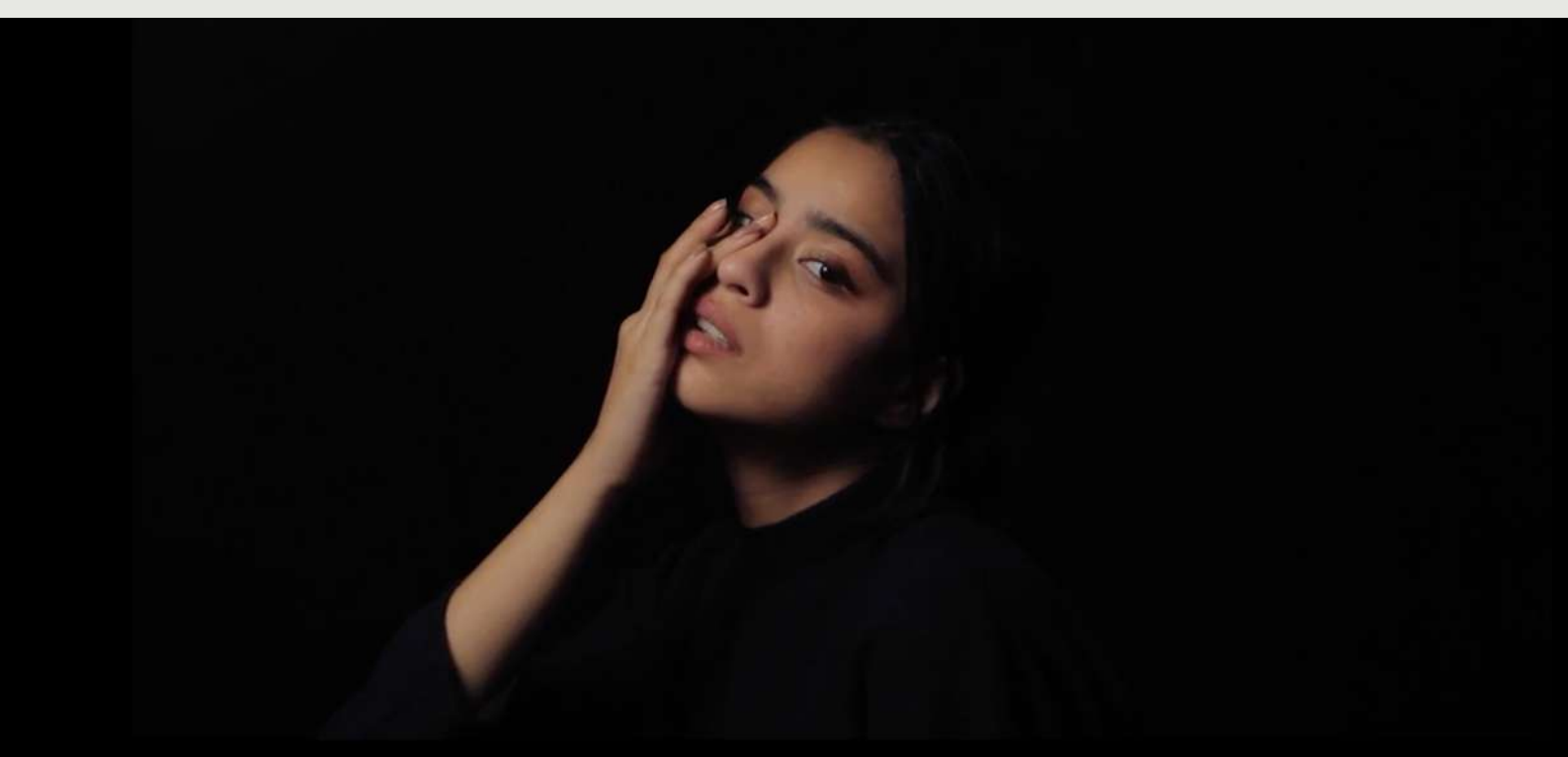








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# MAJOR TECHNICAL EQUIPMENT

SONY AS7IV



RED COMODORE





GIMBAL: RONIN S2 AND RONINSC2



ZOOM H6



## COMPANY PORTFOLIO - LAST MYLE FILMS

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### SENNHEISER EW 112P G4 CAMERA-MOUNT WIRELESS MICROPHONE



### LIGHTS (5K, 4K, 2K, GODOX AND APPETURE)





## CORE TEAM

### DIRECTOR

#### ABDUL BASIT

- 10+ YEARS EXPERIENCE



Abdul Basit (founder of Last Myle Films) is a passionate and a driven film director, producer & an editor. He has a unique background with a mix of engineering, marketing & filmmaking.

Over the years, he has created many ads for clients such as Pepsi, Samsung, Nestle, PubG, WHO, UNFPA, and UNICEF along with agencies like BBDO, Ogilvy, Saatchi & Saatchi.

With a couple of award winning documentaries for Dawn.com & Deutsche Welle (Germany), Abdul Basit has also made a name in the genre of documentary filmmaking. A feature length documentary (75 minutes long) on Government's 'Ehsaas 2047' Program is another accolade in his chest which was screened at the President's House Pakistan in 2023.

He has traveled to many restricted & remote areas of Pakistan in order to get to the heart of the stories that matter. He has a special skill to open communication channels to the shyest of the protagonists and to find the Achilles heel in their lives that has been mitigated with an intervention.

His knack for creativity unfolded through video editing and expanded into direction. This unique blend of skills enables Abdul Basit to keep a smooth balance between art and reality. He always measures his ideas & work from a viewer's point which ends up in a tight product.

Abdul Basit has been awarded with the Most Promising Green-Innovation of 2015 by United Nations Industrial Development Organization, an esteemed member of the Rajeev Circle Fellowship (USA), was awarded in Stanford University California, and had a business learning trip to Silicon Valley with visits to Google-Facebook-Tesla. His drive and commitment to shape stories in their true essence of raw freshness coupled with intense emotive engagement is something that is reflected in his films and a treat to the viewers' hearts.

## CORE TEAM

### PRODUCER & PHOTOGRAPHER

#### IBRAHIM SYED

- 12+ YEARS EXPERIENCE



Ibrahim Syed is a seasoned producer and photographer based out of Dubai, UAE and Islamabad, Pakistan. He has had the privilege to work with and successfully execute projects with and for some of the biggest names out there. His out-of-the-box thinking, as well as the ability to put on various different hats is his biggest asset. He is a Project Management graduate, and is also an experienced photographer and videographer.

### HEAD AUDIO PRODUCER / MIX ENGINEER

#### MOBEEN ZAHID

- 10+ YEARS EXPERIENCE
- Songwriter/Guitarist:  
Xarb



Mobeen Zahid is an audio producer who works with musicians, songwriters, composers and singers to help them breathe life into their creations, blending his skills as a recording and mix engineer with his keen 'ear' for detail.

Mobeen believes that creating great music for any given scenario; be it a song, background score or a catchy jingle, requires untiring dedication to the entire process and a fundamental understanding of the artist/creator's vision.



## CORE TEAM

### DIRECTOR OF PHOTOGRAPHY

- IMRAN SAJID
- 8+ YEARS EXPERIENCE



Cinematographer and lighting designer with a healthy number of Music videos, short films, Digital Ads and documentaries under Thinair Films banner. Imran has a unique eye for bringing dull scenarios to a hyper enticement level through his lens.

### DIRECTOR OF PHOTOGRAPHY

- RANA JUNAID
- 6+ YEARS EXPERIENCE



Juanid has a vast experience of working with brands from various fields. His speciality lies in equipment knowledge, speedy execution, problem solving and creating a work of cinematography that will mesmerise you.

## CORE TEAM

### FINANCIAL HEAD

- SYED HARIS
- 7+ YEARS EXPERIENCE



A management Accountant and a Chartered Banker with specialized experience in Taxation and Cost Management.

### AUDIO PRODUCER

- LALA AHSAN
- 7+ YEARS EXPERIENCE



Official Member of Badnaam member: Finalists in PEPSI battle of the bands 2017. NCA Western Society. Music composer and arranger for Tamasha, CricKatha, Star Iftar and numerous other Documentaries, Digital Video ads and Theatre productions.



# AUDIO PRODUCTION



**AUDIO PRODUCTION  
PROJECTS / BRANDS**



**AUDIO PRODUCTION**

**COLLABORATIONS / PARTNERS**



# HIGHLIGHTS

COMPOSED & PRODUCED THE BACKGROUND SCORE

*"An **ARY DIGITAL** Mini Series"*

Genre: TV Drama

Produced by: KASHF FOUNDATION

KHOOSAT FILMS

Episodes: **07 (Avg. 40 mins~ep)**



COMPOSED & PRODUCED THE BACKGROUND SCORE

*"A **ZEE 5** Series"*

Genre: TV Drama

Produced by: ZEE 5

WHATSNEXT MEDIA

Directed by: MEHREEN JABBAR

Episodes: **18 (Avg. 30 mins~ep)**





PRODUCED & RECORDED  
ORIGINAL SOUNDTRACK & BACKGROUND SCORE

"An **OLOMOPOLO MEDIA** Theater Play"

Genre: THEATER PLAY  
Produced by: OLOMOPOLO MEDIA  
Directed by: KANWAL KHOOSAT  
Songs: 06  
Available On: PATARI

**Key Elements:** Recorded completely Live on location at HAR SUKH, LHR to accurately capture the dark feel & ambiance required for the play.



## SOUND DESIGN & TECHNICAL AUDIO SUPPORT

*"Pakistan's First Ever **24 hrs Live Performance**"*

Genre: LIVE TELECAST ACT  
Produced by: JUSTICE PROJECT PAKISTAN  
DAWN.COM  
OLOMOPOLO MEDIA  
HIGHLIGHT ARTS  
Directed by: KANWAL KHOOSAT

**Key Elements:** For this seemingly impossible project sound design including live dialogue, foleys, background ambiance was executed on the spot.

A LIVE PERFORMANCE CHARTING THE FINAL 24 HOURS OF A DEATH ROW PRISONER

NO TIME TO SLEEP

STARRING SARMAD KHOOSAT

# OUR CREATIVE PROCESS



## PRE-PRODUCTION

### CONCEPT DESIGN

From the very beginnings of a project, producers at Thinair Films work very closely with the client to find the crux of the project and how video can be most helpful. A strong understanding of various types of films and video production products helps us a great deal in achieving the right mix.

### SCRIPTING

Being the producers, outlining a project and coming up with a strong script is considered as the backbone of the project. Scripts can be associated with narrative films and building them for corporate films to animations to even documentaries can be very helpful for shooting and editing counterparts.

### STORYBOARDING

Once the script is ready, director of photography is geared up to partner with producer for a chance to storyboard the shoot. Storyboards can vary from quick sketches to in-depth diagrams that include everything from camera movements to lighting set-ups to focal lengths.

### TALENT ACQUISITION

Based on the nature of the shoot/script, talent may need to be utilized. Thinair Films is equipped with several talent agencies which scout the right faces & emotions. A good natural performer always brings the shining light in to the whole video story.

### EQUIPMENT

Not every video needs a fancy drone or GoPro to make it exciting. Script and storyboard defines the exact required equipment best suitable for nailing the intended emotion out of the video. So, we keep a tight grip on the equipment check list before the shoot and make sure that everything is available for production execution.





## LOCATION SCOUTING

It is always handy scouting the location(s) beforehand for the shoot, so it's important to have resources at the ready should we need to rent a place or have prior permission. Also, things like background noise, lighting availability, and room for setups need consideration.

## SCHEDULING

Thinair Films likes to be highly organized and reliable and we do it by mastering the art of scheduling and keeping a solid calendar.

## BUDGETING

One of the most critical elements of a project is estimating & managing the required budget for the whole production. And we at Thinair Films does just that very carefully by completely analyzing the project's scope and in-depth sight-view of the complexities.

## PRODUCTION

The production phase of the video production process is where we actually create the material that will be used to make the video. At this stage, we produce quality material so that we have plenty to work with while going into the post production stage. We leave no expertise behind in utilizing the equipment's' strengths such as: digital video camera, lighting equipment, sound equipment etc.

During production phase, we are working on numerous elements with technical superiority:

- **Coordinating the shoot/people/equipment**
- **Technical data management**
- **Logistics & Travelling**
- **Cast Management**
- **Refreshment**
- **Risk Management**
- **Preparing Sets**
- **Setting up Cameras & Lights**
- **Audio gearing**
- **And of course, keeping everyone happy**

## POST-PRODUCTION

Thinair Films possess in-house Editing and Post Production facilities. We also have in-house Sound studio that caters to Music production, Voice over recordings and unplugged sessions.

There are a lot more details and knowledge that go into good post-production service than most people realize.

Below are the major heads of services that could be included in post-production service:

- **Editing**
- **Music**
- **Audio Mixing**
- **VO**
- **Subtitling**
- **Colour-Correction**
- **Visual Effects**
- **Animation**

### PICKING AN EDITING FORMAT

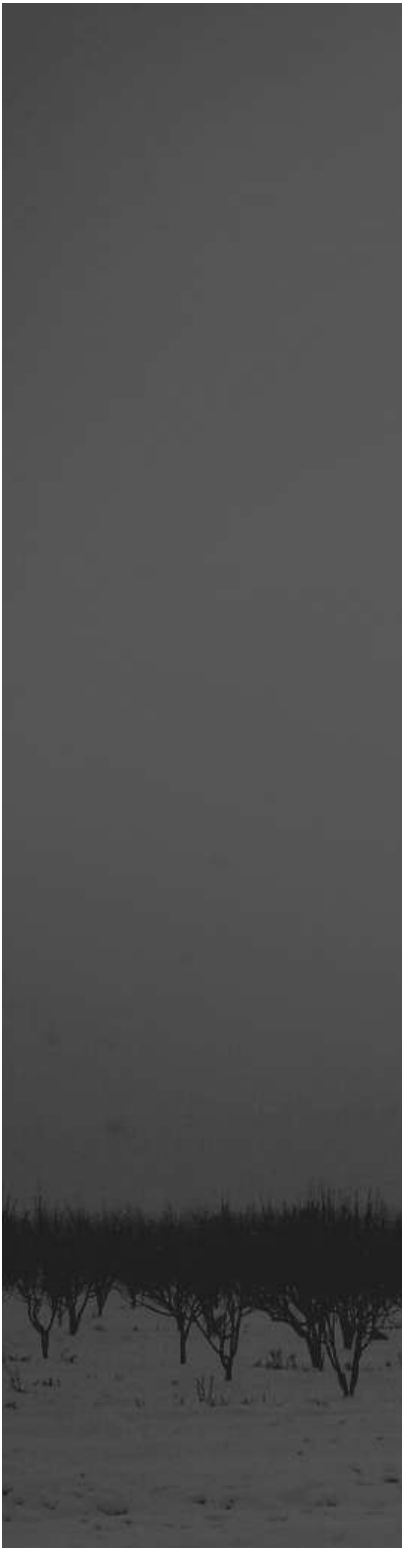
The video output is determined by its distribution channels. Editing format is inclined according to the desired placement(s) of the video (online, TV etc.)

### SOUND EDITING

A sound editor works on to (a) cut dialogue tracks, (b) re-create sound effects, and (c) get cue sheets ready for simplifying The Mix.

### ADR

This stands for Automatic Dialogue Replacement. What it actually is, is a large hollow room with a projector that projects the most recent picture draft from the first cut and has the actors come back and lip sync and loop dialogue that wasn't sharp and clear.





### **FOLEY**

Getting into ADR without actors, have sound people called Foley Artists – or sometimes ‘walkers’ – put the noise of footsteps and certain other sound effects into your film.

### **SECURING MUSIC**

Thinair Films respects the copyrights of musicians all over the world & never violates them. We produce original songs & compose rhythms with the array of musicians and singers on our portal through Mad-House productions. This also helps the client keep music rights.

### **RE-RECORDING / THE MIX**

Now that we have 20-40 tracks of sound (dialogue, ADR, Foley, music) we must layer them on top of each other to artificially create a feeling of sound with depth.

### **TITLES**

Editing is now done. Now what is left is to get the final pieces needed for the answer print. The first three pieces to get are the Opening Title Cards and then the Rear Title Crawl. These title files are then added to the master track.

### **DIALOGUE SCRIPT**

In order for foreign territories to dub or subtitle the film, we create a dialogue script which has the precise time code for each piece of dialogue so the subtitler or dubbing artist knows exactly where to place their dialogue.

### **DVP**

In order to deliver the film, we create a Digital Video Package – a hard drive which contains the final copy of the film encoded so it can be played by our client on desired outputs.



# EXTENDED TEAM

## WRITER / DIRECTOR

- ADEEL BUTT
- 8+ YEARS EXPERIENCE

## SONG WITER

- MOBEEN ZAHID
- 12+ YEARS EXPERIENCE

## CINEMATOGRAPHER

- HAMZA YOUSAF
- 5+ YEARS EXPERIENCE

## CINEMATOGRAPHER

- MUHAMMAD ATIF
- 7+ YEARS EXPERIENCE

## VIDEOGRAPHER

- SABEEH QURESHI
- 4+ YEARS EXPERIENCE

## VIDEOGRAPHER

- AUN MUHAMMAD
- 5+ YEARS EXPERIENCE

## PHOTOGRAPHER

- ALI NAQVI
- 5+ YEARS EXPERIENCE

## PHOTOGRAPHER

- ALEE HASSAN
- 4+ YEARS EXPERIENCE

## VO ARTIST

- SANINA BATOOL
- 2+ YEARS EXPERIENCE

## VO ARTIST

- JAHANARA
- 3+ YEARS EXPERIENCE

## EXTENDED TEAM (02)

### VISUAL EFFECTS / ILLUSTRATOR

- KASHIF SHAHBAZ
- 7+ YEARS EXPERIENCE

### CHOREOGRAPHER

- UZMA ALI
- 11+ YEARS EXPERIENCE

### DRONE OPERATOR

- NAUMAN
- 2+ YEARS EXPERIENCE

### DRONE OPERATOR

- JAMSHED ALI
- 4+ YEARS EXPERIENCE

### RECORDING ENGINEER

- SYED ATHER
- 8+ YEARS EXPERIENCE

### RECORDING ENGINEER

- SAUD QURESHI
- 5+ YEARS EXPERIENCE

### EDITOR DIRECTOR

- UMAIR KHWAJA
- 4+ YEARS EXPERIENCE

### EDITOR

- IRFAN FAYYAZ
- 6+ YEARS EXPERIENCE

### COLOR GRADING

- AMAR ALI
- 3+ YEARS EXPERIENCE

### ART DIRECTOR

- MARYAM ALI
- 8+ YEARS EXPERIENCE

## EXTENDED TEAM (03)

### ART DIRECTOR

- EMAN KHAN
- 4+ YEARS EXPERIENCE

### ART DIRECTOR

- NAMSA ABBASI
- 7+ YEARS EXPERIENCE

### STYLIST

- MARAM AABROO
- 8+ YEARS EXPERIENCE

### CASTING AGENT

- MUNIR AHMAD
- 9+ YEARS EXPERIENCE

### CASTING AGENT

- KAMRAN GHOURI
- 5+ YEARS EXPERIENCE

### SOCIAL MEDIA MANAGER

- HUZEMA QAYUM
- 8+ YEARS EXPERIENCE

### VO ARTIST

- IMAN SHAHID
- 2+ YEARS EXPERIENCE

### ASSISTANT DIRECTOR

- AIZAZ ASHFAQ
- 3+ YEARS EXPERIENCE

### ASSISTANT DIRECTOR

- ABDUL WAHID
- 3+ YEARS EXPERIENCE

### ASSISTANT DIRECTOR

- REHAN ZAHID
- 2+ YEARS EXPERIENCE



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