



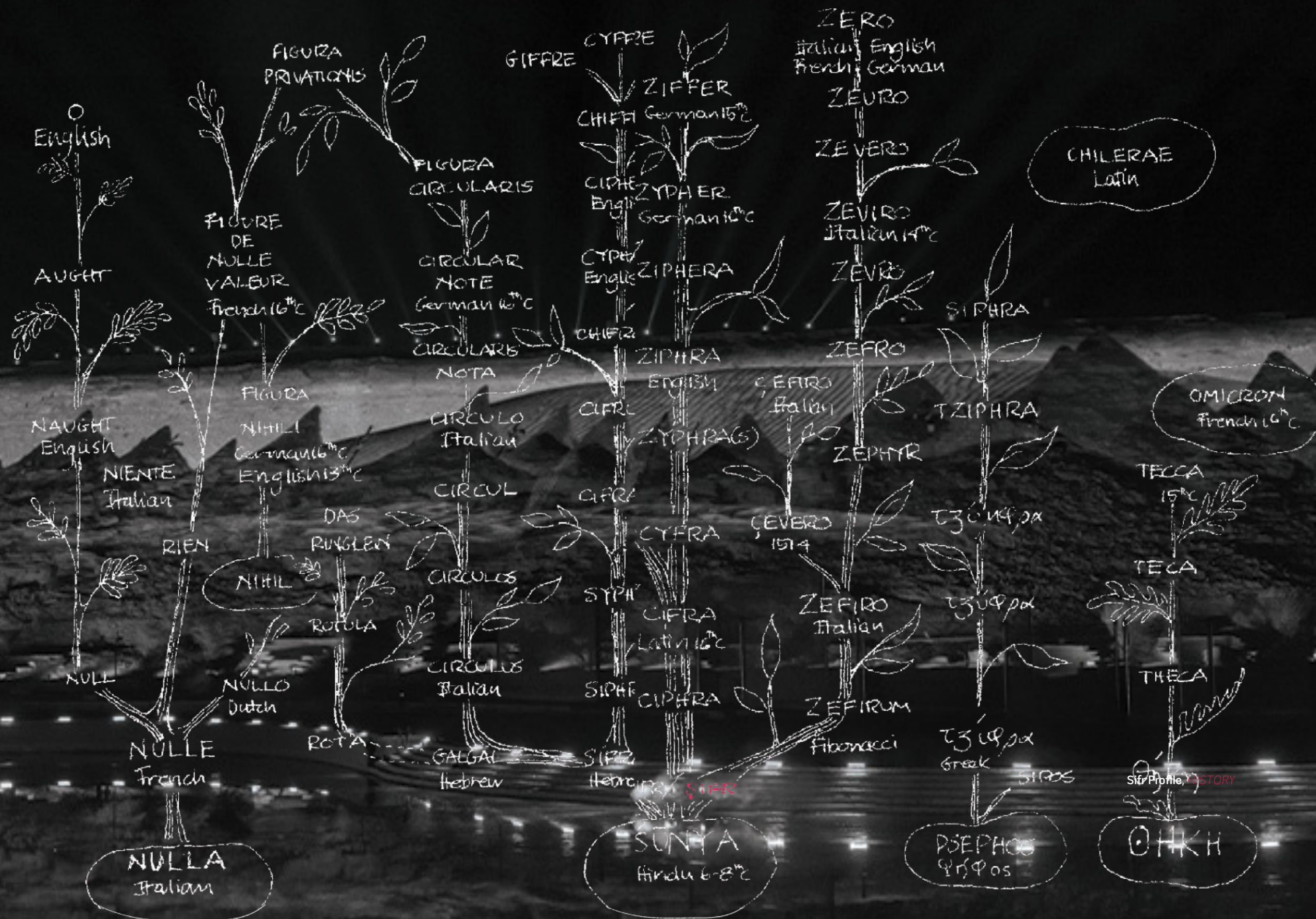
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RIYADH, SAUDI ARABIA // 2024 // HELLO@SIFR.SA



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Sifr stands not for
the closing of a *ring*; it is rather a **gateway**.



Sifr

STORY

If you look at Sifr you see nothing; but look through it you will see the world. Sifr brings into focus the great, organic sprawl of mathematics, and mathematics in turn the complex nature of things. From counting to calculating, from estimating the odds to knowing exactly when the tides in our affairs will crest, the shining tools of mathematics let us follow the tacking course everything takes through everything else - and all of their parts swing on the smallest of pivots, Sifr.

The problem is that no matter how fine the weave, it trails off toward ever earlier causes and ever later affects, and our minds wants no sequence of dots to cover these gaps but a unified whole:

a picture encircled with a frame.

This is the framework on being, within which our understanding works, nesting our experiences and making sense of them. The completion is illusory — but we would as soon do without it as do without breathing because air is impure.

Zero stands not for the closing of a ring: it is rather a gateway.





WHO WE ARE

We are Sifr, **the game changer, the creative gateway**, founded in 2018 made of passionate young Saudis who are aiming to be one of the leaders in **Creative Content Creation (CCC)** in the middle east. We are the Gateway for your journey to success to make the nothing, the Everything. We partner with our clients in shaping their brands and making a positive change that will add value and eventually help them to generate revenues.

We excel in managing & designing the creative thinking process with no time delivery. Photography & videography production aligned with managing the creative process of graphical visuals creation & brand building are manifesting our Studio.

We are strong believers in;
the power of collaboration to overcome challenges.

D I M E N T I O N S

Sifr

Creative Driven House ●

Sifr the studio is where we ride on our own imaginary carpet to fly to the space & the infinite creativity through the Sifr Gateway to express fantasies into realities.

Mina

T i m e i n 3 6 0 °

When time could be seen in a 360 degrees through specialization, in Sifr the Mina we have the engines to translate time into space to showcase it in a different dimentions.

Sifr Profile, 2022



Redefining the creative meaning to understand emotions that drives our decisions and behaviours, which is built on innovation, design confidence and boundless imagination.

● Marketing Strategy

We do so by understanding our clients' needs, then utilizig our knowledge of the industry's ins and outs, add in a touch of madness to the mix, and deliver a carefully crafted message.

Communication Strategies - Campaign Planning
Insight and Assessment

● Visual Production

A picture is worth a thousand words Our dedicated team incorporates the latest and most advanced technologies to deliver the highest quality of artworks.

High-end production - Promotional Videos
Photography - Motion-Graphics
Commercial production

● Brand Development

We create contemporary brand identities and digital experiences for a diverse range of premium brands, ranging from boutique start-ups to global businesses.

Brand Strategy Content Development
Visual Systems - Brand Guidelines
Collateral Design.

● Consultation & Research

Road Mapping & appointing the right clock to your watch to maximize the performance and work smartly & effectivly towards your business.

Creative Consultation - Business Consultation
Research Reports & Progress Scouting.



Eye of change, we combine engineering capabilities with advanced technical solutions along with our creative touch to offer specialized media production. We believe our services are one of a kind in the region to elevate our clients' outcomes and achievements. We excel in Time-Laps & Aerial production along with a variety of services. Our agility enables a tailoring framework and services based on the market needs following emerging trends.

TIME-LAPS

Playing with time & space to create special moments with a monitoring online portal illustrating real time view. Oversee your construction, event, and special occasions overtime in creative ways.

Time-Laps - Hyper-Laps - Stop-Motion

3D MAPPING

Profiling of objects in three dimensions to map the objects in real world, for architecture & urban planning uses. We use special aerial and laser technologies.

Specialized Drone Scanning - On Ground Laser Scanning
Survey Studies - Scouting & AI analysis

360 & VR

Be there virtually by capturing moments in a 360 videos & Photos translated into Virtual Reality. We create virtual 360 tours to live an extraordinary experience inside your event, or construction site.

360 Photo - 360 Video - VR tour - VR map

AERIAL

Data analysis along with our advanced technology we offer a variety of services including and not limited to Drone Inspections to monitor electricity and mobile towers, Area analysis using AI by gathering real time data to be processed and used in various applications.

Drone Inspections - Area analysis using AI
Wide range scouting and scanning - Thermal Scanning

IMAGE PROCESS ANALYSIS

Translating all data gathered by our field engineers into useful materials that could help the client to manifest and oversee the work with no time.

Gathering Data - AI Software - Contour Lines
Orthomosaic Mapping - Powerful 3D Modeling

HIGH-TECH PICTURING

With our advanced technology & software developed by our experts and partners the picturing of the reality becomes a real partner for you in order to visualize the reality

Sifr Profile, MINA

Rendering Tools - Advanced Cameras - Specialized Devices

Relevant Experiences

Diriyah Gate Company

سمفونية الأرض

We are honored to have worked on the Saudi National Day campaign #SymphonyOfEarth with our success partners, Diriyah, as we built the story, creative concept, and all the campaign materials, until we produced a masterpiece representing our Kingdom and its land, so that we can celebrate it with pride and love on its National Day.

Scope of Work:

Creative Direction and Treatment
Concept Development
Visual Production
Music Creation

View Case



Relevant Experiences

Infinite Wonders

King Salman Park Foundation

In the heart of the Kingdom, and its capital, a project that raises the quality of life for citizens and visitors by providing an Urban Park that is different in its landscape and build. We worked together to produce magnificent work and ideas that are well suited for the Park and the Kingdom a flourishing media partnership

Scope of Work:
Creative Consultation,
Campaign Development,
Creative Approach & Media Production.

View Case



Relevant Experiences

NUSANED

SABIC

Nusaned is an initiative from SABIC that aims to support investors in the industrial field, to upgrade the local creations and conversion to develop the downstream industry.
We are glad to work on Nusaned's media campaign

Scope of Work:
Creative Strategy,
Campaign Development,
Creative Approach & Media Production.

View Case



Relevant Experiences

Journey Into Luxury Campaign - Teaser Mercedes.

Journey Into Luxury is a Regional Campaign manifest the shared values between Mercedes and the Birthplace of Saudi Arabia to take the niche audiences into a journey of class that is continues until present.

Scope of Work:

Creative Direction and Treatment
Concept Development
Visual and Graphic Production

View Case



رحلة نحو الفخامة
JOURNEY INTO LUXURY

Relevant Experiences

Above the Clouds

Suda Development Company

Soudah, the magnificent city, a masterpiece on earth, and Clouds Neighbor. A place where you connect with yourself, the people, and nature. Sifr is honored to be the partner for Soudah development to capture the key visuals for the launch campaign.

Scope of Work:

Creative Direction and Treatment

Concept Development

Visual Production

[View Case](#)



Relevant Experiences

91 Years Zakat, Tax and Customs Authority

Sifr is ever so grateful for having the opportunity to work and produce this Saudi National Day project. Our main goals were to highlight the different tasks and characters it takes to run the entity that ZATCA does. As well as keep all scenes and words smoothly aligned, creating an overall clean and well-rounded result.

Scope of Work:
Creative Direction and Treatment
Concept Development
Visual Production

[View Case](#) >

A man with a beard, wearing a white shirt, is sitting at a wooden desk in a library, looking down at a book. The room is dimly lit, with two desk lamps providing warm light. Bookshelves filled with books are visible in the background. Large, stylized numbers '89' and '90' are overlaid on the image. A book is floating in the air near the man's head.

Relevant Experiences

Bina Al-Kafaat Zakat, Tax and Customs Authority

A short video that revolves around the events of the competency building program from the beginning to the end of the training. It displays clips quickly and transitions quickly with an audio clip speaking Indirectly, about the program. In terms of empowering young people with the program are from repetitive information

Scope of Work:
Creative Direction, Creative treatment
Visual Production.

[View Case](#)



Relevant Experiences

Journey Into Luxury Campaign - Event

Mercedes.

Journey Into Luxury is a Regional Campaign manifest the shared values between Mercedes and the Birthplace of Saudi Arabia to take the niche audiences into a journey of class that is continues until present.

Scope of Work:
Event Coverage

View Case



رحلة نحو الفخامة
JOURNEY INTO LUXURY




Relevant Experiences

Pasha de Cartier Cartier

Pasha de Cartier is all about extenuating more than what meets the eye and highlighting the beauty of a craft. Which is exactly what Sifr made sure to do when capturing the essence of the night. We are honored to have been a part of a remarkable event. A stepping stone into a flourishing media partnership.

Scope of Work:
Creative Direction,
Visual Production.

#MakeYourOwnPath

View Case >



Relevant Experiences

Sucess Stories ZATCA

A series video interviews that revolves around the contribution of ZATCA's services to the public and private sector companies. It displays clips quickly and transitions quickly with an audio clip speaking Indirectly.

Scope of Work:
Creative Direction and Media Coverage.

View Case



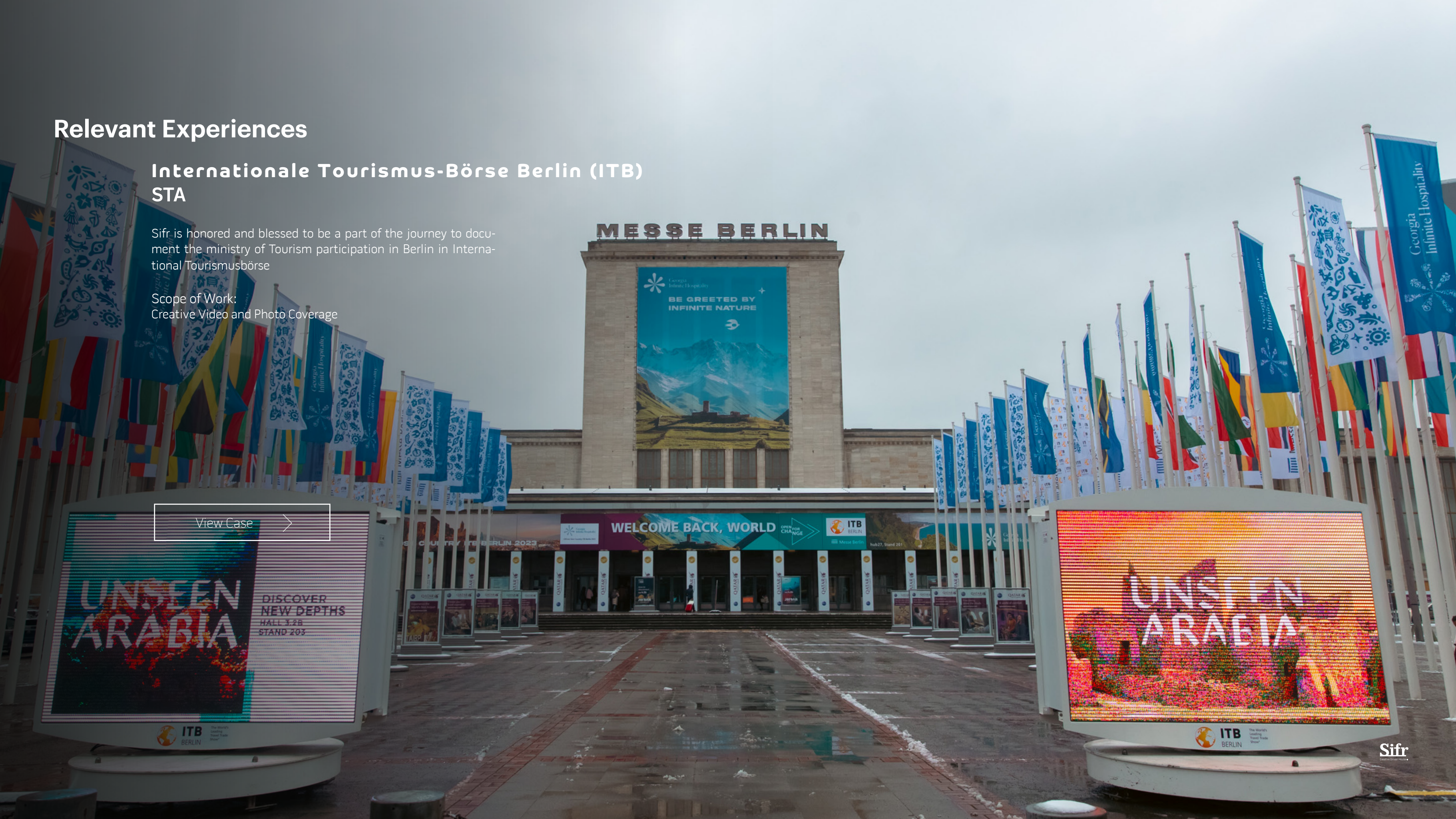
Relevant Experiences

Internationale Tourismus-Börse Berlin (ITB) STA

Sifr is honored and blessed to be a part of the journey to document the ministry of Tourism participation in Berlin in International Tourismusbörse

Scope of Work:
Creative Video and Photo Coverage

[View Case](#)



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